



PROPELLING THAI MOBILE FORWARD

Challenge

To gain a respectable market share of Thailand's mobile market and compete with six other well-established mobile operators, Thai Mobile needed efficient procedures for handling the core processes of customer registration and billing, along with innovative and superior customer service.

Solution

The webMethods product suite delivered comprehensive integration of disparate IT systems and management of information flows across the enterprise in a real-time manner. This increased business process efficiency, eliminated process complexity and maintains synchronized customer information across the company.

Benefits

Through increased capacity to offer unparalleled service, Thai Mobile is now in a better position to compete in the marketplace and handle the consequent increase in prospects and sales.



THAI MOBILE

Thai Mobile is a joint venture between the Telephone Organization of Thailand (TOT) and the Communications Authority of Thailand (CAT) to operate the 1900 MHz mobile-phone system in the country. Smart E-trading and International Engineering Company (IEC) provide marketing, billing and call-center services for Thai Mobile. The two marketing companies aim to capture 25% of the growing mobile phone market - about two to three million subscribers - in the next few years.

Get there faster.™

“The high level of integration that Thai Mobile has had from the first day is its key differentiator vis-à-vis its competitors. At a very early stage of our project we were in the position to access critical data in near real-time, which has enabled our team to set the standard in customer service.”

Khun Sanguan Treejareonwiwat | COO (Government Solutions) | Samart Corp

As a newcomer to the mobile telephone market, Thai Mobile required a savvy strategy to quickly carve a respectable share of the market for itself. To compete effectively with the six existing, well-established mobile operators in Thailand, efficient procedures for handling the core processes of customer registration and billing were imperative, along with innovative and superior customer service. In order to achieve these objectives, it was important for Thai Mobile to increase business process efficiency, eliminate process complexity and maintain synchronized customer information across the company.

Proven integration capabilities

After detailed assessments, Samart selected the webMethods product suite to enable Thai Mobile to draw on the proven integration capabilities, along with a number of benefits including overall ease of use and flexibility, rapid time-to-market, a comprehensive, robust and scalable platform, and an acclaimed industry reputation.

Customer registration is now a simple process with information entered using a browser. Once completed, the new software instantly synchronizes and integrates the information among Thai Mobile’s CRM, billing and ERP systems. Redundant and erroneous information is eliminated and registration is completed in a matter of minutes compared to the two days it took using traditional methods. Time and the margin of error, traditionally associated with manual or semi-automated business processes, are also eliminated.

When a customer contacts the call center with a query, agents have at their disposal a single view of the customer. With access to real-time information, agents can rapidly handle requests and escalate queries to supervisors when needed, empowering them to respond immediately to customer needs. Additionally, robust workflow and authorization rules can be applied to ensure that

customer information is verified and reconfirmed only by authorized personnel. Customers also have the option to report problems, view status of queries and submit billing and other inquiries using the Internet via Thai Mobile’s self-service portal. The portal offers customers the enormous benefit of direct and real-time access to information from anywhere on a 24x7x365 basis. Further adding to the breadth of the solution, retailers across the country can assist both existing and prospective customers with queries by simply logging onto the Thai Mobile Web site specifically developed for retailers.

Significant benefits both to Thai Mobile and its customers

According to Khun Sanguan Treejareonwiwat, COO of Government Solutions at Samart, one of the most significant benefits that Thai Mobile has realized is the increased capacity to offer unparalleled customer service. A single view of the customer allows agents to access integrated customer information at one location and provide services specifically tailored to meet the unique needs of Thai Mobile’s customer base. As a result, Thai Mobile boasts extremely satisfied customers and increased customer sign-on and retention levels.

Escalations to managers are seamless and customers are relieved of the burden of having to re-identify themselves when being transferred between agents and supervisors. This is a significant differentiator for Thai Mobile over its competitors, whose abilities to seamlessly handle real-time escalations and offer problem resolutions are limited by their infrastructures.

The self-help portal acts as an innovative mechanism for customer service and further distinguishes Thai Mobile’s solution by offering an added avenue for customers to get their questions answered rapidly.

Synchronized and unified data across the enterprise has also added a new array of opportunities for Thai Mobile. They now have the ability to analyze customer information collected during the registration process, study customer behavior, anticipate trends, and produce targeted marketing campaigns and promotions to further streamline customer experience. In addition, Thai Mobile has been able to further expand their spectrum of services to provide customized information to prospects, resulting in better prospect management and increased sales.

KEY COMPONENTS

webMethods Product Suite

The webMethods product suite, delivers Business Infrastructure Software, enabling companies to automate and improve business processes and eliminate point-to-point integration challenges.

ABOUT SOFTWARE AG

Software AG is the world’s largest independent provider of Business Infrastructure Software. Our 4,000 global customers achieve measurable business results by modernizing and automating their IT systems and rapidly building new systems and processes to meet growing business demands.

Our industry-leading product portfolio includes best-in-class solutions for managing data, enabling service-oriented architecture, and improving business processes. By combining proven technology with industry expertise and best practices, our customers improve and differentiate their businesses – faster.

Software AG – Get There Faster

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