Customer Reference Story | Vodafone Iceland | Telecommunications | webMethods Product Suite

VODAFONE ICELAND ANSWERS 95% OF INQUIRIES ON THE FIRST CALL, THANKS TO A SINGLE VIEW OF CUSTOMER DATA

Challenge

Eighteen back-office and fourteen client-facing systems, with little integration between them, slowed down customer service at Vodafone Iceland. Call center agents needed to access many different systems to resolve customer issues. That meant customers often had to wait for a call back to get their problems resolved.

Solution

Now one call to Vodafone Iceland is all it takes to resolve a service issue. Agents are able to see a complete customer profile on one screen, thanks to seamless integration of disparate systems via the webMethods Enterprise Service Bus (ESB) Platform. The company also automates order processing and service provisioning with the webMethods Business Process Management Suite (BPMS) by adding a Web-service layer on top of back-office systems.

Benefits

- Increased public safety and better public services
- 95% of customer queries now resolved the first time
- 20% increase in sales since staff can more easily identify prospects
- Savings estimated at $520,000
- Reports generated in seconds—instead of hours
- Customer service agents trained faster—before it took six months
- Vodafone Iceland tops a nationwide customer satisfaction index

vodafone

Vodafone Iceland was founded in 2003 from the merger of three different telecommunications companies. The company offers mobile, fixed-line, ADSL/Internet and television services to 165,000 customers. The company's success is based on its commitment to provide the highest quality customer service. Vodafone Iceland continuously seeks ways to improve services and differentiate itself from competitors.

Get There Faster.™

"The project has dramatically changed the way Vodafone Iceland provides service to its customers. It has helped create new business opportunities and a platform upon which Vodafone Iceland will build its business in the future."

Ingolfur Thorsteinsson I Software Engineer I Kögun Ltd.

Needed: Better integration to deliver better service

Vodafone Iceland seeks continuously to improve services and differentiate itself from the competition. However, limited integration between 32 different systems prevented the company from delivering optimal service.

In 2006, Vodafone had 32 different systems—18 back-office and 14 client-facing systems—with little integration between them. Most times, call center agents had to access multiple systems to resolve customer issues. Agents spent a long time reviewing data from multiple systems and then had to call back the customer with the results.

Agents needed up to six months to learn how to use all these different systems. Additionally, the complexity of this siloed architecture made it difficult to keep up with changing business needs.

Now one screen streamlines service

Thanks to a solution developed by Software AG partner Kögun, Vodafone agents now see a complete customer profile on one screen—instantly—when a customer's call comes in. Because of this single view of data, agents can answer 95% of customer queries on the first call to increase customer satisfaction.

Using the webMethods Integration Platform, Vodafone created a single interface to multiple systems. Results were achieved faster than expected, explained Ingolfur Thorsteinsson, Software Engineer at Kögun Ltd.

"The built-in toolset and flexibility of the webMethods ESB Platform enabled us to complete the project with less effort than technology previously used within the company," Thorsteinsson said.

The webMethods ESB Platform acts as the integration backbone, providing an extensive Web-service layer on top of all back-office systems. Systems simply plug into the ESB using adapters from Software AG. Custom adapters were built using the webMethods Adapter Development Kit.

Seamless integration was achieved between:

- Billing system
- Credit-card payment processing system
- Ericsson MSC (GSM mobile network)
- Fiber-optics network system
- Fixed line network systems (POTS/ADSL)
- Genesys call center software
- Human resources system
- Internet Protocol (IP) TV systems
- Legacy customer support systems
- Microsoft Dynamics Customer Relationship Management (CRM) system
- Microsoft Dynamics Navision Enterprise Resource Planning (ERP) system
- Number-porting systems
- National registry and telephone directories
- Radius (Internet customer authentication)
- Resource systems (number pool, IP pool, e-mail pool)
- Symsoft Nobill (Prepaid GSM system)

Before, it took agents six months to learn how to access all these different systems. Now agents are up to speed much faster because they need to know only one interface.

As an added benefit, management also gains faster access to information, since reports are generated automatically in seconds.

How the solution works

As soon as a call comes in, the call center software calls a webMethods-based Web service that looks up the caller's mobile phone number in the customer database to find out if an existing customer is calling. If the phone number isn't found in the customer database, a look-up in the national phone registry identifies the caller.

Once the caller has been identified, based on the customer's details, the phone call is routed to an available support person and customer details are automatically displayed in the CRM client. The CRM client displays:

- Customer's subscription plan
- Current balance from the billing system
- Real-time information from the mobile network on how the phone number is configured
- History of subscription changes
- Make, model and technical details of the mobile phone being used

Agents can then change network settings or billing options directly in real-time using the CRM interface.

If a customer calls regarding his ADSL/Internet connection, the status of the Internet connection can be queried from the back-end systems. Additionally, the quality and speed of the ADSL line can be measured. Changes can be implemented in only a few seconds via the CRM interface while the customer is on the line.

Automating processes saves time

Using the webMethods BPMS, Vodafone Iceland automated key processes for ordering and provisioning new services.

Automating processes reduces time to deliver and minimizes errors caused by manual processing. The new processes call on services on a wide range of systems integrated via the webMethods ESB. Vodafone Iceland also uses webMethods technology to monitor order status.

Meeting new business needs—faster

With the new flexible platform in place, the IT department is able to respond rapidly to business requirements. For example, many of the back-office connections and Web services built during the initial project have been re-used to create a Web-based customer self-service portal, Thorsteinsson said.

"This will enable customers to view their own service status as well as ordering new services without requiring assistance from customer service representatives," he said.

The project also provided a foundation for Vodafone Iceland to start offering wholesale telecommunications services to other telecommunications providers. This opened up a new channel to increase revenues—with minimal effort—while leveraging existing IT assets.

Changes are now easier to manage, Thorsteinsson said. "Since implementing webMethods technology, we've decoupled existing applications," he said, "so that replacing individual applications doesn't affect users and other systems as much as it would have done before."

Single view increases sales and satisfaction

Since completing the project, Vodafone Iceland has topped a nationwide customer satisfaction index. Also, sales have increased approximately 20%. Thorsteinsson credits the increase in sales to the fact sales staff can more easily identify and target prospects with a single view of customer data.

Other measurable benefits include saving approximately $520,000 since completing the project because of reduced development and integration costs.

Moving forward, Thorsteinsson expects development costs to remain low by using the same framework for future projects. "Vodafone Iceland will be replacing its billing system next year, and the webMethods platform is a key component for making the transition as seamless as possible," he said.

KEY COMPONENTS

webMethods Product Suite

The **webMethods ESB Platform** enabled Vodafone Iceland to integrate existing systems. Based on a Service-Oriented Architecture (SOA), this award-winning ESB is the most complete enterprise integration infrastructure available in the market today.

webMethods Adapters speed up integrations by providing out-of-the-box support for a wide range of applications.

The **webMethods BPMS** was used to automate business processes for ordering and provisioning new services as well as monitoring order status.

IMPLEMENTATION PARTNER

KÖGUN

Since 1988, Kögun Ltd. has grown to be one of Iceland's most valued systems and software engineering companies. Kögun is a leading IT partner and software service provider in the areas of enterprise application integration, custom software development and overall IT consultation. Customers in Iceland include most of Iceland's largest companies across all major vertical sectors.

ABOUT SOFTWARE AG

Software AG's 4,000 global customers use our software to improve business processes and drive an agile IT infrastructure. Our customers' goals are to reduce costs and increase flexibility and efficiency. We help them do this by optimizing and governing their operations and aligning IT with the business goals.

Our leading Business Infrastructure Software portfolio is used for data and system integration and modernization. It fosters new levels of IT agility through SOA and allows the rapid creation of new business processes with BPM.

Our 40-year history of success ensures our customers have a reliable platform for driving future business results – faster.

Software AG – Get There Faster

SAG_Vodafone_Kogun_4PG_RS_Apr09