



AMDOCS CLARIFYCRM HELPS BTEXACT REALIZE 100% ROI ON MILLION-DOLLAR SOLUTION

CHALLENGE

- > Support the IT needs of 140,000 staff in one of the UK's largest businesses
- > Replace an aging, business-critical support application without disrupting day-to-day functions or service delivery
- > Simplify and speed the processing of complex support requests

SOLUTION

- > Implemented Amdocs ClarifyCRM to improve customer service, streamline processes, and reduce costs
- > Chose Amdocs ClarifyCRM because it can be quickly and seamlessly integrated with multiple legacy systems
- > Worked with Amdocs to jointly develop ClarifyCRM Process Manager to automate the critical support processes performed in ClarifyCRM
- > Deployed a four-phased implementation schedule to enable the company to continue delivering uninterrupted, high-quality service

RESULTS

- > Saved more than US\$4.8 million in the first year of operation, with an expected annual ROI of \$2.4 million
- > Reduced IT support staff from 13 to only four people, saving a further \$830,000
- > Drastically improved workforce efficiency and reduced staffing by 20 percent, a savings of \$640,000 a year
- > Automated desktop ordering, provisioning and purchasing processes, enabled by ClarifyCRM Process Manager, resulted in reduced errors and provided important metrics used to project future requirements and identify purchasing trends
- > Improved service delivery by reducing the time it takes to resolve queries, enabling users to carry out their own simple support tasks, and automating many support functions.

EXECUTIVE SUMMARY

After 15 years, the support application used by BT Group's internal IT division, BTextact, was outdated. It could no longer support the needs of BT Group's 140,000 staff in the UK and worldwide. The cost of constantly adjusting and modifying it was increasing, and there were pressures to deliver more business efficiencies. So, BTextact launched a project to transfer all its support management to Amdocs ClarifyCRM within two years. BTextact had anticipated benefits such as more efficient and effective support management with process automation. But what it did not expect was the extent or speed of return on investment. In the first year, BTextact has recovered over 30 percent of its costs, and the company expects to save an additional US\$2.4 million (£1.5 million) every year. BTextact estimates Amdocs ClarifyCRM will pay for itself in less than four years.

“In the first year of operation, Amdocs ClarifyCRM has saved the organization more than 30 percent of costs and is expected to save 100 percent of total project investment in just four years.”

Rob Parker, Program Manager, BTextact

BTexact is ranked as one of the top five IT services organizations in the world, supporting 140,000 staff at BT Group, one of Europe's leading providers of telecommunications services. BTexact manages almost one million desktop items - such as PCs, printers and software products - and supports approximately 4,000 software applications. It is a corporate-sized organization in its own right with 8,500 staff and annual revenues of US\$1,440 million (£900 million). BTexact's business comprises activities such as application development and support, hardware and software support, security and access management, and change management. It is one of the largest IT support organizations in the UK, receiving 2.6 million first-line support requests, which result in 1.5 million more complex support cases every year.

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Despite being an internal department, BTexact faces business pressures like any commercial organization - more complex and varied customer requests, the need to be more efficient and faster at solving problems, and the need to cut costs. The company's 15-year old internally-developed service desk, which consisted of applications for service, change management, etc., was aging and expensive and lacked flexibility. In addition, the skills required to support it were hard to find, and it could no longer respond to changing customer needs.

BTexact needed a new customer service application to run its core business. Also, the application had to be implemented without disrupting service. The investment in the project was around US\$12.8 (£8 million) and it was high on the agenda of BTexact's COO, Chris Price.

AMDOCS CLARIFYCRM PROVIDES USABILITY & ADAPTABILITY

BTexact issued a project tender and carried out comprehensive reviews of the leading CRM packages, and one product stood apart from the rest - Amdocs ClarifyCRM. This was chosen because its high level of functionality and value for money made Amdocs ClarifyCRM the best solution. Another important aspect about Amdocs ClarifyCRM is the data model, which BTexact describes as “flexible and very comprehensive”.

“The usability and adaptability of Amdocs ClarifyCRM are key because they allow much simpler application customization,” said Rob Parker, Program Manager for BTexact's Amdocs ClarifyCRM implementation. For example, with Amdocs ClarifyCRM, BTexact can generate reports, write interfaces, and add and modify data quickly to closely align with their business needs.

“BTexact is one of the largest IT support organizations in the world and we're dealing with millions of support requests every year, so the system we use to support our operations has to be flexible and reliable - it has to be a world class solution. That is why we chose Amdocs ClarifyCRM,” continued Parker.

In the first deployment phase, BTextact implemented the Amdocs ClarifyCRM ClearCallCenter module. BTextact has 200 agents in three call centers. With the previous system, much of the agents' work was manual. For example, password re-sets involved a phone call or email to an agent who would create a new password and then advise the user. Amdocs ClarifyCRM now automates this function.

“As an implementation and as a business solution, the Amdocs ClarifyCRM project has been a great success.”

In the second and third phases of the project, the Amdocs ClarifyCRM ClearSupport module was deployed to help more than 1,000 agents deal with second-line, or more technical, support inquiries.

The out-of-box capabilities of Amdocs ClarifyCRM also provided key functionality that enabled BTextact to ensure its agents are accessing approved product catalogues and price lists, and only ordering from approved vendors. “With almost 30,000 complex cases generated each week, processes like matching a query with the relevant knowledge were overwhelming,” said Parker. “Amdocs ClarifyCRM has made the tasks much simpler and faster.”

The fourth phase dealt with order management and involved deploying the Amdocs ClarifyCRM ClearSupport module, as well as working with Amdocs ClarifyCRM to jointly develop the Process Manager module. Process Manager provides a unified system for defining, managing and automating processes for all levels of complexity, including order management, service assurance, change management, problem escalation and field services. For example, BTextact uses Process Manager to provide account, email and system access to new BT employees, as well as improve and streamline product ordering.

SPECTACULAR RESULTS

Amdocs ClarifyCRM has delivered spectacular results to BTextact. “We chose Amdocs ClarifyCRM because it was the best solution available and was expected to deliver productivity and performance improvement benefits,” said Parker. “What we didn't anticipate was the scale and business impact of the savings. In the first year of operation, Amdocs ClarifyCRM has saved the organization more than 30 percent of costs and is expected to save 100 percent of total project investment in just four years.”

To qualify these results, BTextact has audited the savings. For example, BTextact receives around 40,000 password re-set requests each month, which used to be resolved manually. Using Amdocs ClarifyCRM to automate this process has reduced time and resources by ten percent, which equates to US\$80,000 (£50,000) a month.

The previous support application required 13 support staff, whereas Amdocs ClarifyCRM needs only four people. BTextact was able to reduce staff and resources and re-allocate them to supporting business-facing applications, saving a further US\$830,000 (£520,000).

By the end of last year, BTextact was handling approximately 1.5 million cases a year – up from 500,000 just three years ago. Amdocs ClarifyCRM has enabled BTextact to reduce handling time for each case by as much as five minutes. BTextact calculates it will save US\$960,000 (£600,000) if handling time is reduced by two minutes. But if that is reduced by five minutes per case, the cost savings leap to US\$2.4 million (£1.5 million) every year.

“Amdocs ClarifyCRM automatically filters each of our 1.5 million cases a year, delivering the single biggest cost saving and the potential for even greater savings,” said Parker.

The deployment of the Amdocs ClarifyCRM Process Manager module has improved order handling for both system access (passwords, emails, etc.) and desktop items like PCs, printers and software packages. Said Parker, “The benefit of Process Manager is its ability to automate complex, high-volume processes, making them faster and easier to manage, reducing errors, and requiring less people to fulfill.”

“Amdocs ClarifyCRM sits at the heart of our operation and is essential to our business.”

BTexact handles between 2,000 and 5,000 access requests and 1,000 desktop orders every week. The latter has a value of \$161 million (£100 million) a year, so automating this process needed to be fast as well as accurate. With Process Manager, BTexact has been able to streamline the process and improve workforce efficiency to such an extent that it now requires 15 fewer people to manage without reducing performance or efficiency.

In addition, Process Manager has also reduced errors in access and desktop item provisioning. “Because Process Manager automates processes from start to finish and funnels all related activity through a single interface, it has helped BTexact rationalize ordering and purchasing processes,” continued Parker. “This also provides information needed to determine purchasing trends and estimate future needs which facilitates more bulk and discount buying.”

BTexact estimates that by replacing its existing CRM system and improving integration with other legacy systems, Amdocs ClarifyCRM has saved an additional US\$1.6 million (£1 million).

AMDOCS CLARIFYCRM IS CRITICAL

“Amdocs ClarifyCRM is critical to our core business function because it supports the applications that run BT Group’s business. BTexact provides a 24/7 service to BT Group worldwide and if our ability to support those applications fails, then it’s a major problem. That’s why Amdocs ClarifyCRM sits at the heart of our operation and why it is essential to our business,” says Parker.

“It’s not just in cost saving that BTexact is reaping the benefits of Amdocs ClarifyCRM,” said Parker. “Other improvements include productivity, manageability, and ease of use.” For instance, Amdocs ClarifyCRM has reduced the number of calls to service desks by automating many manual tasks.

One very important factor about Amdocs ClarifyCRM – and a key selection criterion - is integration with other applications. Integration with human resource or middleware applications has been much simpler. Amdocs ClarifyCRM has also been integrated with other BT trouble-ticketing systems, improving efficiency and accuracy because, previously, these had to be re-keyed manually.

COMPANY AT A GLANCE

BTexact (the IT division of BT Group)

Headquarters: Bletchley, Buckinghamshire

Website: www.BT.co.uk, www.bt.com

Employees: 8,500

Revenue: US\$1,440m per year (£900m per annum)

Customers: 140,000 users in BT Group serving over 21 million corporate and residential customers and more than 28 million exchange lines in the UK

From a management point of view, Amdocs ClarifyCRM has had a significant impact on decision-making. Data from Amdocs ClarifyCRM now reaches the management data warehouse system in just 10 minutes, so that reports are far more accurate, up-to-date, and available quickly.

“As an implementation and as a business solution, the Amdocs ClarifyCRM project has been a great success,” concluded Parker. “With a core team of just 30 people, BTexact has created a first-class application, which has enabled the organization to deliver a service that is faster more efficient, and maximizes resources to the fullest.”

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TECHNICAL STATISTICS

Amdocs ClarifyCRM modules: ClearSupport, Process Manager, ClearCallCenter

Number of users: Over 5,000

Types of user: Service desk and case support agents in BTexact staff, other BT Group staff, and the 3rd party subcontractors who supplement BTexact service staff

Interaction volume: 2.6 million first-line interactions which generate 1.5 million more technical support cases per year

Hardware: 5,000+ desktop/laptop PCs, Sun servers, IBM mainframes

O/S: Windows (various), Sun Solaris

Database: Oracle 8, IBM, IDMS

Integrations: BEA Web Logic Server, SOAP XML and WSDL, BEA messaging middleware

Systems integrator: BTexact with Amdocs ClarifyCRM's systems integration professionals managing consultancy resources into the project

ABOUT AMDOCS

Amdocs combines innovative software products and services with deep business knowledge to deliver true integrated customer management to the world's leading services companies. Our best-in-class billing and CRM products seamlessly link all customer facing business processes - marketing, sales, ordering, delivery, fulfillment, billing, settlement, service, support and analytics - resulting in stronger, more profitable customer relationships. Amdocs enables its customers to implement their business strategy with rapid return on investment, lower total cost of ownership and improved operational efficiencies.

www.amdocs.com

AUSTRALIA

+61 2 8913 1500

BRAZIL

+55 11 3040 4700

CANADA

+1 416 355 4000

CYPRUS

+357 25 886 000

CZECH REPUBLIC

+420 2 6677 3222

FRANCE

+33 1 4691 1145

GERMANY

+49 2 131 3480

HONG KONG

+852 2966 2118

IRELAND

+353 1 402 9439

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+48 22 630 7230

RUSSIA

+7095 725 6571

SPAIN

+34 91 572 6801

SWEDEN

+46 8 50 52 1120

THAILAND

+66 2617 7510

THE NETHERLANDS

+31 40 2668633

UNITED KINGDOM**LONDON**

+44 20 7343 2500

READING

+44 11 8955 5200

UNITED STATES**ST. LOUIS**

+1 314 212 7000

SAN JOSE

+1 408 965 7000