

AMDOCS CUSTOMER SUCCESS STORY

BELGIUM'S LEADING MULTI-PLAY SERVICE PROVIDER
IMPROVES THE CUSTOMER EXPERIENCE AND AGENT
EFFICIENCY WITH AMDOCS



"Amdocs OPS is a very powerful and useful tool and has had a big impact on helping our operational teams deliver higher levels of customer service."

HILDE HOLVOET

CUSTOMER CARE PROJECT MANAGER AND BUSINESS SYSTEM OWNER OF
AMDOCS ORDERING AT BELGACOM

amdocs

CHALLENGES

- > Dramatic increase in number and complexity of business operations driven by new order processing operation and system
- > Increasing number of errors caused by steep learning curve following business change
- > Greater support needed to help customer-facing agents handle more complex interactions

SOLUTION

- > Help agents gather the needed info during the initial order placement by deploying Amdocs Online Performance Support (OPS)
- > Use Amdocs Workforce Performance & Learning Services to deploy Amdocs OPS in just four short months
- > Use Amdocs OPS to guide, educate and inform agents during customer interactions based on best practices and tailored to Belgacom's processes
- > Multi-language support enables Amdocs OPS benefits for agents in Dutch, French and English

RESULTS

- > Improves the customer experience by reducing order errors
- > Helped achieve a 50 percent cut in blocked orders due to agent errors
- > Speeds time to market by shortening the time required to learn new processes
- > Increased agent productivity and job satisfaction
- > Simplicity of Amdocs OPS affords Belgacom full control of management and development, resulting in over 280 new scripts to date
- > Non-technical managers able to create and implement new scripts and information
- > Reduces the time it takes agents to understand and apply new features and business processes

EXECUTIVE SUMMARY

With Amdocs Ordering, Belgacom launched a transformation process that has delivered significant business and operational improvements. But change makes huge demands on staff to learn and then apply new and sometimes complex business processes. Customer-facing agents, in particular, were being asked to handle more processes and more complex operations. To speed up and simplify order processing and provide better access to information, Belgacom worked with the Amdocs Workforce Performance & Learning Services team and used the Amdocs Online Performance Support system (Amdocs OPS) to deliver a dramatic transformation in operations and customer service. As a result, agent productivity and job satisfaction has increased. In addition, the number of error-free orders increased by 50 percent. Amdocs OPS is also helping Belgacom bring products to market faster. The ease of use and flexibility of Amdocs OPS also enabled Belgacom to take over management and development of scripts immediately upon go-live, and deliver over new 280 new scripts to date.

“Amdocs OPS provides a quick and easy way to present the right information to agents at the right point in the order process.”

Belgacom Group is the main telecommunications services provider in Belgium, offering multi-play solutions that integrate fixed and mobile telephony, Internet and television, and IT services for consumer and business customers. Belgacom has the largest commercial telecom coverage and is the main Internet service provider, commanding over 50 percent of the residential market. Customer service is managed through 2,500 contact center agents across 10 sites and sales staff in 100 retail shops across Belgium.

Belgacom had taken a strategic decision to radically overhaul its ordering operation to make it faster and more efficient and to enable online provisioning. To support this, Belgacom deployed Amdocs Ordering for significant improvements in more efficient and effective order processing. The company had gone a long way to help agents learn and implement new working processes.

But as Hilde Holvoet, Customer Care Project Manager and Business System Owner of Amdocs Ordering at Belgacom points out, significant changes, especially to a critical business operation like ordering, demands careful management to ensure a smooth transition path. “There was a business imperative to improve ordering; our old system was out of date and provided significantly less functionality and performance than Amdocs Ordering. However, each time you make a significant change like this, it is a major upheaval for the company and particularly for the users.”

The transformation meant a totally new way of thinking for contact center and back office staff, introducing new and unfamiliar working practices, new terminology, and new order flows. The information and the number and complexity of steps that agents now had to understand and perform had increased dramatically. Problems started to creep into operational teams, and agents needed more help.

AMDOCS OPS MAPS A PATH TO AGENT EFFICIENCY

To help agents handle more processes and more complex customer interactions and learn new products and services faster, Belgacom implemented Amdocs Online Performance Support (Amdocs OPS), which guides agents through key points in business transactions by providing timely and context-sensitive support on the desktop or retail screen. Amdocs OPS provides immediate, individualized online access to Belgacom’s full range of corporate knowledge, data, images and tools, as well as assessment and monitoring systems to enhance agent performance.

“I don’t have any IT background, nor do the two people who work with me, and the fact that we can use it independently of the IT department is very helpful.”

Amdocs OPS automatically identifies the exact stage in the process that an agent has reached, then analyzes the data entered and delivers the correct information required to complete the task. By following a predefined script and providing tools and tips to guide the agent to correctly capture the data, Amdocs OPS advises the agent on methods and procedures that are derived from the current context of the order.

Hilde Holvoet said, “If we are experiencing a problem, say due to a new release or to a product launch, Amdocs OPS provides a quick and easy way to present the right information to agents at the right point in the order process. Just the other day, we had a situation where we changed some data where agents had to choose between two different sales channels depending on the origin of the order. Because it was new data, agents weren’t sure which option to select. We used Amdocs OPS to solve the problem by inserting an information balloon explaining the impact of each option so agents could select the correct option the first time.”

Amdocs OPS works with any language, and Belgacom uses Dutch, French and English. Belgacom values the unique ability of Amdocs OPS to recognize whichever language is appropriate for each customer and automatically load it for that interaction.

COMPANY AT A GLANCE

COMPANY: Belgacom Group

HEADQUARTERS: Brussels, Belgium

WEBSITE: www.belgacom.com

REVENUES: \$7,396.m USD

EMPLOYEES: 16,000

SUBSCRIBERS: 8 million

MARKET POSITION:

- > Belgium's principal supplier of integrated telecommunications services including multi-play
- > Largest commercial telecom coverage in Belgium and the main Internet service provider with over 50 percent of the residential market

Figures are from FY2009

TECHNICAL ENVIRONMENT:

- > Amdocs Products:
Amdocs Online Performance Support (OPS)
- > Amdocs Services:
Amdocs Workforce Performance & Learning Services
- > Lines of Business:
Multi-play services across Internet, fixed line and wireless
- > Users:
Close to 2500 agents at 10 contact centers and sales staff at 100 retail shops across Belgium
- > Processes:
More than 100 business processes
- > Project duration:
4 Months
- > Associated applications:
Amdocs Ordering

AMDOCS SERVICES DELIVERS FAST AND EFFICIENT IMPLEMENTATION

To help implement Amdocs OPS, Belgacom brought in Amdocs Workforce Performance & Learning Services and set up a joint task force which married Amdocs' best practices with Belgacom's deep knowledge of its key business processes.

After a successful pilot involving 15 agents for two weeks, Amdocs OPS was deployed to close to 2,500 agents at 10 contact centers and retail staff at 100 retail shops in just four months. Significantly, because Amdocs OPS is easy to use and intuitive, Belgacom took over the entire control, management and on-going customization of the product from the moment it went live, delivering 280 new changes to date without assistance from Amdocs.

"We don't have to wait for releases or for extended test periods. We create the scripts ourselves and they are up and running in Amdocs OPS in just one day."

AMDOCS OPS DELIVERS SIGNIFICANT IMPROVEMENTS IN CUSTOMER EXPERIENCE

Amdocs OPS has helped Belgacom deliver significant improvements in customer experience and quality of service by enabling agents to handle complex and demanding customer interactions faster and more efficiently.

Hilde Holvoet says, “Amdocs OPS is a very powerful and useful tool and has had a big impact on helping our operational teams deliver higher levels of customer service. Another thing that’s impressive about Amdocs OPS is it’s designed for users. I don’t have any IT background, nor do the two people who work with me, and the fact that we can use it independently of the IT department is very helpful. We don’t have to wait for releases or for extended test periods. We create the scripts ourselves and they are up and running in Amdocs OPS in just one day. I am very positive about Amdocs OPS.”

The importance of Amdocs OPS has been underlined by other users and business managers in Belgacom who said it is a highly valuable aid, especially considering the extended scope and number of rules needed in a service provider business. The fact that cases can be rapidly developed and deployed is also highly appreciated.

Amdocs OPS has reduced the learning curve for new functionality that is introduced due to Belgacom’s evolving business needs, because it activates itself on the user application and balloons pop up automatically. The result has been a reduction in errors. Blocked tickets due to user error have fallen by 50 percent because of Amdocs OPS and other measures the company has taken. For example, a customer might order two pieces of equipment, like a set top box and modem. This could result in different pick-up points selected for each product, resulting in a blocked order and no delivery for the customer. Using Amdocs OPS, Belgacom created an alert that warns about the conflict and shows designated pick-up points, thus preventing a failed order.

Amdocs OPS also helps reduce time to market for new products. When a new product is launched it requires changes in the order processing system which in turn requires a software update taking several months. Amdocs OPS is used to add information into the ordering process quickly so that agents have the information they need to manage the product instantly, until the full software update can be scheduled.

In another example, Belgacom found that order requests made on a Friday were being given delivery dates for the following Monday, which was logistically impossible. This was causing around 16 blocked deliveries a week. After Amdocs OPS and other measures, this was reduced to just three.

AMDOCS OPS INCREASES AGENT JOB SATISFACTION

Amdocs OPS has also made the job of agents considerably easier because they are able to familiarize themselves with new products and services much faster. Agents’ job satisfaction and ability to provide a high quality service has increased because they make fewer errors, can spot and rectify problems quickly if they do occur, and have increased efficiency and confidence.

“I am very positive about Amdocs OPS.”

ABOUT AMDOCS

Amdocs is the market leader in customer experience systems innovation. The company combines business and operational support systems, service delivery platforms, proven services, and deep industry expertise to enable service providers and their customers to do more in the connected world. Amdocs' offerings help service providers explore new business models, differentiate through personalized customer experiences, and streamline operations. A global company with revenue of \$2.86 billion in fiscal 2009, Amdocs has approximately 17,000 employees and serves customers in more than 60 countries worldwide. For more information, visit Amdocs at www.amdocs.com.

For the most up-to-date contact information for all Amdocs offices worldwide, please visit our website at www.amdocs.com/corporate.asp

Amdocs has offices, development and support centers worldwide, including sites in:

THE AMERICAS:

BRAZIL

CANADA

COSTA RICA

MEXICO

UNITED STATES

ASIA PACIFIC:

AUSTRALIA

CHINA

INDIA

JAPAN

SINGAPORE

THAILAND

EUROPE, MIDDLE EAST & AFRICA:

CYPRUS

CZECH REPUBLIC

FRANCE

GERMANY

HUNGARY

IRELAND

ISRAEL

ITALY

NETHERLANDS

POLAND

RUSSIA

SOUTH AFRICA

SPAIN

SWEDEN

TURKEY

UNITED KINGDOM