

## AMDOCS CUSTOMER SUCCESS STORY

# TELINDUS BELGACOM ICT REDUCES COSTS WITH THE AMDOCS CES SMART AGENT DESKTOP



“The Amdocs Smart Agent Desktop reduces our costs for implementing features and services by 20 to 25 percent, without a doubt.”

**DANIEL CAUWENBERGHS**

IT APPLICATION MANAGER, MANAGED SERVICES, TELINDUS BELGACOM ICT

amdocs

## COMPANY AT A GLANCE

**COMPANY:** Telindus Belgacom ICT  
Subsidiary of Belgacom Group

**MARKET:** Information & Communications Technology

**HEADQUARTERS:** Brussels, Belgium

**WEBSITE:** [www.belgacom.com](http://www.belgacom.com); [www.telindus.be](http://www.telindus.be)

**REVENUES:** \$7,396m USD (Belgacom Group)

**EMPLOYEES:** 16,000

## TECHNICAL ENVIRONMENT

### AMDOCS PRODUCTS:

Amdocs Customer Management

Product Portfolio Including:

- > Smart Agent Desktop
- > Customer Interaction Manager
- > Support
- > Process Manager
- > Change Manager
- > SLA Manager
- > eSupport
- > Email Manager (Inbound & Outbound)
- > Task Manager
- > Integration Gateway

### AMDOCS SERVICES:

- > Amdocs Customer Management Professional Services
- > Amdocs Product Support

**NUMBER OF DEFINED USERS:** > 2,000

**NUMBER OF UNIQUE USERS A DAY:** > 400

**INTERACTION VOLUME:** 280,000

**OPERATING SYSTEM:** HP Itanium

**DATABASE:** Oracle

**HARDWARE:** HP

**INTEGRATIONS:** SAP; Tivoli Netcool network monitoring / Microsoft Analytic Services (BI) / Biztalk / Sonic MQ / SAP PI / Oblicore / Crossticketing via JSR091 / Cisco IPCC Enterprise (IVR)

**SYSTEMS INTEGRATOR:** Ideal Systems

## EXECUTIVE SUMMARY

Telindus Belgacom ICT, one of Europe's top ICT companies, provides internal and outsourced communications and information technology support for enterprises and service providers through 32 offices in seven countries. The Amdocs Customer Management solution, including Amdocs Smart Agent Desktop and backed by the expertise of Amdocs Customer Management Professional Services, helps Telindus Belgacom ICT achieve optimal performance throughout its diverse, highly distributed organization and deliver ITIL-compliant service while keeping costs low. Looking ahead, the company's agile, efficient Amdocs infrastructure inspires the organization to further business innovation—and continued market leadership.

“It only took about 200 man days to upgrade from the Web Client to the Smart Client. This is very fast. Comparable projects can take between 1,000 and 2,000 man days.”



Telindus Belgacom ICT faces challenges familiar to any highly distributed service organization. One of Europe's leading information and communication technology (ICT) companies, Telindus Belgacom ICT provides ICT support to a customer base of large enterprises and SME's as well as blue-chip service providers—each with its own unique profile, support requirements, and service level agreements. A staff of more than 2,000 Telindus Belgacom ICT agents distributed throughout Europe uses a variety of network access methods to handle service interactions, making it both difficult and essential to achieve optimal technological performance, process efficiency, and strategic integration.

For nearly seven years, Telindus Belgacom ICT has standardized on Amdocs Customer Management products to unify ticketing systems, reduce total cost of ownership and maintenance costs, and enable better customer service and support for international corporate customers. The choice of Customer Management Solution partners was a simple one. “As the industry's leading CRM offering, Amdocs provides superior functionality that addresses most of our needs out-of-the-box, as well as the flexibility and configurability to allow a truly customized solution,” says Daniel Cauwenberghs, IT Application Manager, Managed Services, Telindus Belgacom ICT.

To take its CRM capabilities to the next level of performance, adaptability, and scalability, Telindus Belgacom ICT launched a comprehensive upgrade of its Amdocs Customer Management system, including the migration of the application infrastructure from Web Client to the new Amdocs Smart Client Framework. Following a consultation with Amdocs Customer Management Professional Services on how best to improve its business processes, and optimally implement and leverage Amdocs Smart Client technologies to support those processes, the company worked with Amdocs and Brussels-based system integrator Ideal Systems to migrate to the Amdocs CES Customer Management offering.

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Having already played a key role in supporting Telindus Belgacom ICT's current Amdocs solution, Ideal Systems drew on deep knowledge of the company's systems and processes as well as an excellent relationship with the Telindus Belgacom ICT user community to provide infrastructure management support for the migration.

The project included the implementation of various pre-existing customizations to the new platform—some performed with a migration tool developed by Amdocs Customer Management Professional Services, others handled manually. These included the ability to create a change request directly on the customer interaction home page, as well as multiple custom search screens. The extensive customizations in Telindus Belgacom ICT's existing Web Client implementation of Amdocs Customer Interaction Manager presented an additional challenge; Amdocs Customer Management Professional Services leveraged direct communication with Amdocs developers to bring these customizations over to the Smart Agent Desktop, preserving the company's previous investment and ensuring continuity in the functionality presented to its users.

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“The most important discussions I have with Product Support are about implementing business requirements in the systems. We want to be aligned up with the Amdocs road map.”

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Cauwenberghs says, “We were a beta test site for the Amdocs Smart Agent Desktop. We decided to implement it as soon as we saw how it worked and how it could improve our performance. It took only about 200 man days to upgrade from the Web Client to the Smart Client. This is very fast. Changing architectures like this is actually a technology upgrade, not just a product upgrade. Comparable projects can take between 1,000 and 2,000 man days.”

### **LAYING A FOUNDATION OF COMPREHENSIVE, INTEGRATED CRM FUNCTIONALITY**

Amdocs CES now powers internal and outsourced ICT operations for Telindus Belgacom ICT—an upgrade provided at no additional cost under the company's current maintenance agreement—complemented by additional products from the Amdocs Customer Management offering, which extend its capabilities. Amdocs Customer Interaction Manager helps Telindus Belgacom ICT agents handle more interactions, more efficiently, and increase its first-call problem resolution rate through a Web-based, unified agent desktop which provides a single point of customer interaction and an integrated, 360-degree view of the customer. Information drawn from both front-and back-office systems, coupled with context-driven navigation and pre-built interaction topics, helps agents make the right decisions at the right time, and an intuitive interface enhances performance and productivity.

## CHALLENGE

- > Increase performance and efficiency over a distributed internal and outsourced ICT environment
- > Ensure agility and adaptability to support evolving business processes and strategies
- > Control costs with a future-proof CRM infrastructure that grows with Telindus Belgacom ICT and insulates the company from changes in technology
- > Achieve ITIL compliance to support CRM best practices

## SOLUTION

- > Take advantage of upgrade to the latest version of Amdocs CES CRM provided under existing maintenance agreement
- > Implement Amdocs Smart Agent Desktop to improve performance and streamline configuration and customization
- > Leverage Amdocs Customer Management Professional Services for extensive consultation on ways to improve business processes and optimally support them using Amdocs Smart Client technologies
- > Leverage Amdocs Product Support for secure, responsive, and reliable product maintenance and support services

## RESULTS

- > A 20-25% reduction in development and implementation costs for new features and services requested by customers
- > Amdocs Smart Client architecture eliminated client-side bottlenecks and accelerated performance by nearly 3X
- > Consistently fast response times regardless of server load
- > Faster, more responsive case handling helps Telindus Belgacom ICT meet ITIL standards for CRM support and service level and operational level agreements with its clients
- > Eliminate errors, drag-and-drop controls and links between the development framework and application server
- > Development, troubleshooting, and debugging have been accelerated
- > Enhanced technological agility inspires the organization to business innovation, knowing it can be supported easily

Amdocs Process Manager helps the company manage complex processes from beginning to end through advanced workflow, with a focus on ownership and accountability that helps ensure clear resolution of problems. For example, Cauwenberghs says, “The Amdocs Process Manager analyzes inbound email to determine whether the issue is a trouble case or a change request, whether it is covered by the SLAs we have with the customer, and whether we have the requested changes (CRs) to be implemented. Process Manager also drives automated processes in the self-service portal.”

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“Between the self-service tools Amdocs provides and fast access to their highly qualified support professionals, we can quickly resolve any issues that come up in the course of daily operations.”

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As a result, Telindus Belgacom ICT is better able to meet its contractual obligations to customers and reduce penalties from missed service level agreements. When changes are made to one of the large networks Telindus Belgacom ICT manages on behalf of its customers, Amdocs Change Manager helps minimize their impact on the company’s customers.

Integration extends the benefits of Telindus Belgacom ICT’s Amdocs investment. Customer-related data in Telindus Belgacom ICT’s SAP ERP system is fed directly into the Amdocs Smart Agent Desktop via the Amdocs Integration Gateway product. A Web services component of Integration Gateway makes it possible for Telindus Belgacom ICT IT professionals using Tivoli Netcool to monitor customer networks and create a case in Telindus Belgacom ICT’s Amdocs CRM system without leaving the Netcool application.

## AMDOCS SMART CLIENT FRAMEWORK SPEEDS PERFORMANCE AND TIME TO MARKET

The licenses for the Amdocs Web Clients previously in use at Telindus Belgacom ICT provided for a free upgrade to the new Smart Agent Desktop—a move which paid dramatic benefits in performance. Based on Amdocs’ next-generation Smart Client architecture, Smart Agent Desktop combines the efficient central management and robust configurability of a Web-based client with the fast network performance of a traditional client/server application. “Why did we go with Amdocs Smart Client? The answer is simple: performance, performance, performance,” says Cauwenberghs. “Additionally, because we’ve eliminated the need to run our applications within a separate Web browser, we no longer need to worry about the potential impact of browser updates and security patches on our applications. We know they’ll keep working as well tomorrow as they have today.”

“Amdocs give us complete confidence in the ability of our Amdocs Customer Management solutions to support our business.”



By eliminating client-side bottlenecks, Smart Agent Desktop performs almost three times faster than the Web-based client for nearly every transaction. “Because each transaction is handled more quickly, and communication between the client and server are optimized, we can maintain optimal performance even when many agents are using the system concurrently. This increased speed translates directly into improved agent productivity and enhanced customer service,” reports Cauwenberghs. Faster, more responsive case handling helps Telindus Belgacom ICT meet ITIL standards for CRM support best practices. Compliance with service level agreements and operational level agreements has also improved, enabled by Amdocs SLA Manager.

“The case handling with our customers is done in a much more professional way, as agents are able to respond quicker when customers have questions about their cases,” says Cauwenberghs. A complete record of past interactions further enhances service by ensuring continuity; no matter which agent handles a customer interaction, they can immediately access and quickly review the customer’s history, then get right to work on the current issue.

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“Why did we go with Amdocs Smart Client?

The answer is simple: performance, performance, performance.”

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The ease of configuration and customization of the Smart Client Framework helps Telindus Belgacom ICT bring services to market more quickly. When a customer asks for an enhancement to an application to better support their business and customer experience, Telindus Belgacom ICT can use Amdocs to create customized forms that automatically inherit all the functionality of an existing out-of-the-box or customized form. This ‘inheritance’ dramatically reduces the effort and time required to respond to business requirements. Cauwenberghs says, “The Amdocs Smart Agent Desktop reduces our costs for implementing features and services by 20 to 25 percent, without a doubt. And it’s transparent to our end-customers. The only impact the customer sees is that cases and change requests are registered much faster.”

In addition to speeding development time, this capability encourages a more responsive and agile culture within the team maintaining the solution, who gain confidence that they can work quickly and efficiently to support creative ideas from the business. As a result, IT’s focus can shift from simply maintaining existing solutions to actively developing leading-edge CES capabilities.

### LEVERAGING PROVEN EXPERTISE AND RESPONSIVENESS WITH AMDOCS PRODUCT SUPPORT

Telindus Belgacom ICT continues to benefit from its maintenance agreement, which provides secure, responsive and reliable product maintenance and support services through a dedicated Focal Point. Operating based on certified methodologies and with support options ranging from online services (such as case login and tracking and an online knowledgebase) to one-on-one interactions with account managers and support experts, Amdocs Product Support helps Telindus Belgacom ICT ensure consistent performance and business support for the Amdocs CES solution.

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A self-service support portal allows Telindus Belgacom ICT to create and update its own cases and track their resolution. “Between the self-service tools Amdocs provides and fast access to their highly qualified support professionals, we can quickly resolve any issues that come up in the course of daily operations. It’s one more way Amdocs gives us complete confidence in the ability of our Amdocs Customer Management solutions to support our business,” says Cauwenberghs.

The value of Product Support goes beyond daily operations, though. Cauwenberghs says, “The most important discussions I have with Product Support are about implementing business requirements in the systems. We want to be aligned up with the Amdocs road map. We don’t want to invest in new functionality ourselves that will become available in the next releases.”

### MOVING AHEAD ON A STATE-OF-THE-ART CRM PLATFORM

Telindus Belgacom ICT continues to extend the value of its Amdocs investment. The company plans to expand the use of Process Manager to manage projects performed for its customers. Telindus Belgacom ICT will also expand its XML bridge to provide a more standardized approach to application integration.

By upgrading to the Amdocs CES portfolio and implementing the innovative Smart Client Framework to work throughout its distributed organization, Telindus Belgacom ICT enables agents across Europe to provide seamless, highly responsive service to its customers while reducing costs. As the highly competitive ICT market continues to develop, Amdocs’ adaptability inspires innovation by business strategists who know that their CRM infrastructure will change and evolve in tandem with their needs.

**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](http://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](http://www.amdocs.com/corporate.asp)

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