



AMDOCS CLARIFYCRM HELPS PROVIDE CONTINUOUS CUSTOMER CARE EXCELLENCE AND EASE BUSINESS TRANSITIONS

CHALLENGE

- > Ensuring customer relationships were not damaged by repeated change
- > Creating single customer records to prevent loss of customer information
- > Merging a consumer-focused and a corporate-focused company into one
- > Moving quickly and making sure resources deliver ROI

SOLUTION

- > Deploy Amdocs ClarifyCRM to consolidate customer records and deliver processes
- > Engage Amdocs systems integration professionals to ensure successful, swift, risk-free rollout
- > Integrate applications using Amdocs ClarifyCRM

RESULTS

- > Amdocs ClarifyCRM provides integrated customer service, fault management, order management, and sales
- > Rationalized and consolidated call centers
- > Improved fault handling
- > Deployed in just four months
- > Smooth transition to new billing system for the business and its customers
- > High user acceptance
- > Amdocs' commitment, expertise and willingness to assume risk allowed deployment without a third party system integrator

EXECUTIVE SUMMARY

New Zealand's telecommunications market evolves quickly, with new players using innovative products and enthusiastic customer service to win business from the previous monopoly carrier.

Through several mergers, TelstraClear gained a full portfolio of consumer and business offerings, but the company's consumer-focused customer care systems were not adequate for managing relationships with its newly acquired business customer base, and the company's investment in legacy systems had to be protected.

The company faced many integration, service and growth challenges, so looked for CRM software offering excellent integration facilities to not only improve service but also insulate clients from the inevitable hiccups that come with change.

TelstraClear was able to quickly expand and adapt its use of Amdocs ClarifyCRM to the new shape of the business, so customer service remained excellent. Today, Amdocs ClarifyCRM is TelstraClear's main customer care application, integrating billing and other functions into a single solution.

“Amdocs ClarifyCRM has the flexibility to easily integrate with our legacy systems while keeping the customer experience seamless.”

Declan Shea, Architecture Manager at TelstraClear

Created in the wake of the 1989 decision to open New Zealand's telecommunications market to competition, Saturn built a network and offered telephony and pay television services in Wellington, New Zealand's second-largest city. In 2000, Saturn merged with another new player, Telstra NZ, to create TelstraSaturn. The two companies offered obvious synergies: Saturn's services targeted consumers for basic, personal telephony plus Pay television, while Telstra's strengths lay in servicing businesses with all their voice and data communications needs.

But to keep these customers – and win more – the company had to make sure its service was outstanding. TelstraSaturn's challenge was therefore to create a customer service infrastructure to satisfy these two very different groups of customers and do it fast enough that customers would not notice any change. This complex task fell to Declan Shea, architecture manager at TelstraClear.

A COMPELLING NEED FOR CRM FAST!

When Saturn and Telstra merged, it quickly became apparent that the existing business customer systems would hinder growth. While services were good for residential customers, they were poor for large companies with complex, multi-headed relationships.

Also making it hard to develop outstanding customer relationships was restricted visibility of contracts and the contracted service levels. This resulted in a dependency on knowledge held by individuals in the company. "The business would suffer without better access to the customer information," Shea concluded.

This situation added up to a textbook set of reasons to upgrade to a full CRM solution. Shea and his team began looking for a solution that could be implemented within a very short timeframe.

MEETING COMPLEX REQUIREMENTS

"Amdocs ClarifyCRM has the flexibility to easily integrate with our legacy billing systems as well as new systems, all while keeping the customer experience seamless," Shea said.

TelstraClear used Amdocs ClarifyCRM to create front-end applications for both its old and new billing systems in a project lasting just four months. These new applications gave TelstraClear the beginning of its customer-centric systems, which eventually included service, order management, then sales.

"Amdocs ClarifyCRM is very easy to customize so we can create easy-to-use tools."

"We adopted a phased approach to implementation," Shea said. "We know from experience that we could spend years gathering all the businesses users' requirements, but we'd get back a list based on experience of past packages that would prove impossible to implement. We decided instead to move more slowly, moving away from the old approaches to thinking about what we could achieve with the new system."

COMPANY AT A GLANCE

Customer: TelstraClear is wholly-owned by Telstra Corporation Limited

Web site: www.telstraclear.co.nz

Employees: 1200

Subscribers: 300,000+

Revenue: \$651 million NZ

TECHNICAL SPECS

> Amdocs ClarifyCRM modules: ClearSupport, ClearCallCenter, ClearSales, ClearContracts

> Users: 150

> Server platform: Sun Solaris E450

> Operating system: Solaris 2.6

> Database: Oracle 8.0.5

INSULATING CUSTOMERS FROM CHANGE

With the creation of TelstraClear, Amdocs was again called upon to ensure a smooth transition for customers, who were expected to be especially susceptible to competitors' offers because of the uncertainty following the second merger.

"Amdocs ClarifyCRM allowed us to quickly deliver quality customer service and a seamless transition to the new system."

"With the second merger in two years, we wanted to insulate the customers from change as much as possible," Shea said. "Amdocs ClarifyCRM allowed us to quickly deliver quality customer service and a seamless transition to the new system."

To make the transition seamless, TelstraClear migrated all its customer information into a single Amdocs ClarifyCRM database. New policies enforced the flow of information from all the applications of both companies into Amdocs ClarifyCRM, regardless of origin or location of the previous customer record. This quickly gave the new company a single record of each customer, complete with access to the legacy systems containing details of customer status and history.

INTEGRATED SELL-TO-DELIVER PROCESS

Consolidating in this way allowed TelstraClear to rationalize its call centers. One was established for faults, another for sales and service. Amdocs ClarifyCRM provides the engine for both call centers, feeding information into a single point-of-service application to provide all customer and prospect information to authorized personnel.

In addition to customer service, Amdocs ClarifyCRM was also quickly adopted for TelstraClear's fault management system. A single backend reporting system also uses the customer records stored and distributed by Amdocs ClarifyCRM. Projects in development include the use of Amdocs ClarifyCRM as part of an integrated sell-to-deliver process.

The software's ease of use is driving this rollout. "We have a lot of control over how the application looks and feels," Shea said. "Non-technical call center representatives want a simple, easy to use interface, and Amdocs ClarifyCRM is very easy to customize so we can create easy-to-use tools."

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.

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