

Managing documents in all channels

In terms of service and customer management, Telekom Austria puts an emphasis on individuality: Customers can determine which way they wish to communicate with the company and how the telecom provider should deliver information to them. At the same time, the flood of documents is managed by a solution of Devoteam Group – regardless of the channels through which the different formats are sent.

"We need systems, with which communication with the customer can be efficiently arranged. Our goal is perfect customer communication" says Helmut Leopold, Head of Platform and Technology Management at Telekom Austria (TA). The business of Austria's largest telecommunications provider is characterized by high dynamics: Fixed line services, DSL, Internet products, high-quality mobile phone services, Internet on mobile terminals and digital TV. New products and promotions are added almost every week.

With the rising number of services, the quantity of customers rises and so too the possibilities of making contact with them. "Multi-channel management has the highest priority for us. We attach a lot of importance in serving our customers individually and geared to the target groups", adds Leopold.

Linking different sources

In Austria, documents which are regularly sent to over four million customers are important ,units of communication': monthly bills, itemized bills, welcome letters, dunning letters, marketing promotions and customer information are all only a part of the variety of the types of letter. The layout and content vary depending upon the kind of information and customer.

It is not just the quality and the appearance which have to be correct: As the IT-manager Leopold points out "the appearance of the documents should be business-like." The data, from which the news is provided, come from different sources: Besides the customer care and the billing systems, SAP applications for example are connected for the service management system as well as additional databases. From the point of view of the multi-channel management the customers can select whether they want to be informed of news by E-Mail, fax, call center agent or SMS.



*Helmut Leopold
Head of Platform and Technology
Management at Telekom Austria (TA)*

For this system landscape, Telekom Austria gave Devoteam Group the task of implementing a central, expandable and easy to administer solution for generating documents. In 2004 the starting signal was sounded. The requirement was to install a software platform only once and then to enable flexible document generation for users. "A layman must be able to operate it" - that was the task.

As a first step, Devoteam Group's 'DSS' was used for the bulk generation of invoices. In 2005, it was expanded to other source and destination systems. As the Telekom Austria Manager Leopold happily points out "Due to its modular structure, DSS can be implemented flexibly and also accommodate future expansion". "The system, which over 100 employees are working with today, is based on a central messaging bus. It is developed modularly and can easily be extended to cover further functions and source systems," as Andreas Reichenberger, the DSS specialist at Devoteam Group Austria explains. In addition, the system can grow with the requirements of the company, take on rising volumes and follow dynamic changes.

The specialists at Devoteam Group adapted the basic system according to the customer's requests and attached all necessary process-supporting systems of Telekom Austria via interfaces. Besides this, Devoteam Group Austria took over the further development of the front-end Message Broker and the user interface for call center agents.

Today, documents are archived automatically and audit proof. By means of rules, distribution of paper, E-Mail, Internet, archives, fax or SMS can be controlled. As such, Telekom staff can easily deal with frequent changes of customer priorities.

Multi-Channel Communication



Devoteam Group's user interface for the call center

Apart from this, improved communication with customers improved the service: As a result, customers receive notifications via E-Mail or SMS, when service technicians are set to arrive and after conclusion of the work, the delivery note is sent as desired by E-Mail or fax - as confirmed on the technician's PDA.

After having had the system in use for approximately six months the head of IT, Mr. Leopold is content. Operating costs went down and the paper flood was clearly blocked. At present, over one million customer letters are processed monthly, the majority of them being done by E-Mail. "With Devoteam Group DSS we opted for a leading technology and owing to their expertise, the consultants implemented the project professionally. The system is an important contribution in re-structuring our IT-landscape."

About Devoteam

Devoteam is a leading IT consulting group in Europe and was created in 1995. Combining consulting and technical solutions offers enables Devoteam to provide its customers with independent advisory services and effective solutions that meet their industrial objectives. Headquartered in Levallois-Perret (Paris, France), the Group counts more than 4,500 employees in 23 countries. Devoteam achieved in 2008 a turnover of 460M Euro.

In January 2009 Devoteam Danet was integrated into Devoteam. The company offers business and IT consulting, IT solutions and IT services – especially in the sectors automotive industry, financial services, telecommunications & medias and transport & logistics. Devoteam Danet counts 390 employees and achieved in 2008 a turnover of 42.5 M Euro in Germany.

Central Document Hub

The core of the application at Telekom Austria is a 'MessageBroker', developed on the basis of the Devoteam Group product 'DSS'. It acts as a central application which defines, administers, generates, sends and archives customer correspondence.

Apart from its layout a letter has additional attributes such as:

- a pre-defined content structure made up of preset text modules, tables and figures,
- parameters such as customer and invoice data, which are made available by the customer management and billing systems and can be used in the letter,
- access authorizations - what documents the staff member may dispatch, which text modules and figures can be included,
- permitted dispatch media.

Via a defined interface, the major part of the regular customer letters can be dispatched automatically. Different output formats, such as PS, PDF, HTML, PCL and AFP are created using a formatter. Usage data can additionally be converted into XML and CSV, in order to be able to analyze it later on.

The advantages of the new solution:

- high-quality documents, as the customer expects them,
- lower operating costs,
- an end to floods of paper,
- an improvement in service quality,
- text module based, can be administered by the end user,
- parameter control, flexible layout, depending on the client segment,
- flexible generation of documents – from SMS right up to complex billing.