



Jacada Case Study

Jacada Fusion is an agent productivity solution that works with your existing business systems to deliver 'The Perfect Interaction' – for your agents and for your customers.



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STEVE JOHNSON
Chief Architect
Vodafone

Vodafone "SAVES" Customers with Jacada

Keeping Valuable Customers

The mobile telephone service market in the UK is extremely competitive, just as it is in many countries around the globe. The plethora of options providers now offer can be staggering. Various pricing options, different service plans, new phone models, and a wide array of solutions all combine to create a lot of movement of customers between operators. It can be a real challenge to obtain and retain customers in the mobile telephone community.

Vodafone UK, a member of the world's largest mobile telephone community, faces this challenge every day. With more than 15 million customers, 40 per cent of them being contract, Vodafone has improved its ability to keep valuable customers by constantly reviewing and refining the tools and processes used for customer retention. Of course, in any large contact centre, even the smallest process improvement can translate into a dramatic impact on agent productivity and ultimately pounds to the bottom line.

Identifying the Challenge

Vodafone maintains a call centre group, dubbed the SAVES group, which is focused exclusively on retaining customers. In a recent project, Vodafone UK analysed the tasks performed by the SAVES group, and identified key areas of improvement.

First and foremost, agents were required to access two separate computing systems to complete a call. HERMES, a proprietary DEC VAX legacy system, handles inventory and hardware orders. CSM, an Amdocs PowerBuilder

Windows application, maintains customer information, tariff and price plan schedules, and billing history. Agents would spend considerable time hand writing notes during a call, because accessing the disparate systems made building a new customer deal difficult and time consuming with the customer still on the line. A five to ten minute manual call wrap-up process then followed each successful retention call.

"As you can imagine, multiple issues resulted from having agents accessing two separate systems with no real-time data exchange or updates," said Steve Johnson, chief architect at Vodafone. As an example, there were times when an agent would build a deal on paper and promise a customer a certain handset based on the data HERMES provided during the call. By the time the agent began the wrap-up process and accessed HERMES to enter the order, the handset could be out of stock and the agent might have to phone the customer again.

Vodafone wanted to shorten this process in order to improve agent productivity and customer service. Improvements in the process would reduce data entry errors, simplify training, and decrease training time, which was about two weeks for an agent to become productive in both applications.

Evaluating the Alternatives

"Needless to say, the process needed improvement as it did not provide the level of service Vodafone strives to deliver," said Johnson. "We set out to find a solution to provide a Single User Interface (SUI) to improve agent productivity and our customer experience."



“We identified several options to integrate and streamline processes, but all were costly and potentially high-risk and were incapable of delivering a workable solution in the defined time period,” said Johnson.

The CSM application had application programming interfaces (APIs) available, but they lacked the performance levels Vodafone required for the project and they would require additional development from the vendor. Vodafone also looked at rewriting the application to deliver data-level integration, but this option was high-risk, intrusive to the application, and involved a long development process.

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Improving the Process

Vodafone’s goal was to improve the agent’s experience and ultimately improve the customer’s experience. Prior to Jacada Fusion, the process was cumbersome and time consuming.

The project uses a BEA WebLogic 8.1 client to provide a single user interface over the CSM and HERMES applications. Jacada WinFuse provides non-intrusive Windows integration with CSM (Amdocs Powerbuilder) and Jacada HostFuse provides non-intrusive legacy integration with HERMES (DEC VAX VT). Vodafone staff performed the BEA client development

completely in-house and Jacada service consultants performed the Windows and legacy integration.

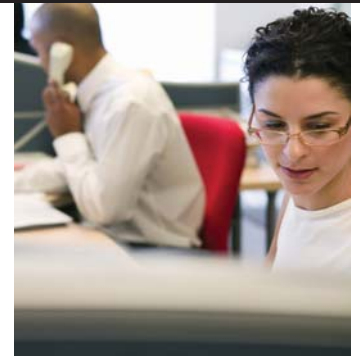
Vodafone and Jacada were able to complete initial design, development and implementation of the Jacada Fusion transactions in just ten weeks.

Outstanding Results Lead to More Projects

Vodafone SAVE agents are now presented with a much more efficient process when making a call. Through the SUI, an agent now looks up the customer’s information, performs a security check and builds a deal with the customer. The agent can also check handset stock and order the hand set in real-time through the same application. The wrap-up process, which previously took five to ten minutes after the call, has been completely eliminated as the customer/tariff data entry process was completely automated. The average time spent on a call has been reduced from ten to 20 minutes to four to eight minutes. A total savings of six to 12 minutes per call!

“By employing the Jacada Fusion solution, Vodafone has cut the time of a successful retention call by more than half, and we completely eliminated our wrap-up process,” said Johnson. “Vodafone agents are now better informed, and we have increased our up sell opportunities.”

“Based on our success with Jacada Fusion in the SAVES group, Vodafone has chosen to use Jacada Fusion to deliver a Single User Interface company wide, including retail stores, inbound call centres, and corporate functions,” said Johnson. “We are very pleased with the ease of use, rapid delivery time, and flexibility of the solution.”



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