



Building Loyalty and Reducing Call Center Costs

Change is a constant in the telecommunications sector. To succeed in this competitive environment, service providers must effectively manage several key business issues:

- Rapid development and bundling of desirable products and services
- Effective marketing of those products and services
- Competitive pricing
- Customer service and support that builds loyalty/reduces churn
- Operational efficiencies to improve profitability

Web self-service can help organizations address these issues by moving manual, people-intensive processes to automated systems that are easy and convenient to use, allow for targeted marketing and provide an audit trail to ensure regulatory compliance.

Over 40 leading telecommunication companies—including France Telecom, Japan Telecom, O2, Telecom Italia, TeliaSonera and Vodafone—are using BroadVision self-service web applications to power their portal initiatives. BroadVision software is also embedded in 3G systems provided by Ericsson, the world's largest mobile systems supplier.

Personalized Self-Service

By providing a personalized self-service environment, customers, partners and employees can serve themselves without resorting to more expensive channels for service and support. The average call center transaction costs \$8 to \$10 vs. \$0.15 to \$0.80 for online assistance. Personalization also allows for targeted promotions. According to a recent McKinsey Report "Well performing web sites are capable of achieving higher sales per interaction than call centers do."

Solution Snapshot

- Portal application for employees, customers, and partners
- Simplified publishing and site maintenance
- Online collaboration
- Scalable and secure—100% Java
- Agility to add new processes
- Rapid deployment (3-6 months)
- Wireless PDA capabilities

Ease of Use

BroadVision's portal solution provides unified access to data throughout the enterprise. Single sign-on is available from any secure computer with Internet access and the portal aggregates data to accelerate and improve decisionmaking. Alerts and bookmarks further simplify access to relevant and important information.

Collaboration

User-managed microsites, available out-of-the-box, provide a shared workspace that enables colleagues across the organization to collaborate on a specific project, activity or common interest. Membership in password-protected microsite communities can span the organization and include external users (contractors, suppliers, clients, design partners).

Mobility

BroadVision supports alternate information delivery devices such as pagers, cell phones, fax machines or personal digital assistants using XML and WAP standards. Employees and others can receive alerts or access their personalized gateways from their handheld devices from anywhere in the world, anytime.

Secure and Scalable

BroadVision applications are proven in high traffic environments including Vodafone, O2 and TeliaSonera. Security capabilities include user authentication, role-based entitlements, and distributed publishing and administration to ensure the integrity and protection of the information environment.

Simplified Site Maintenance

Non-technical users can publish content, run reports and execute marketing campaigns without IT support, reducing bottlenecks and overall support costs.

Agility

BroadVision's agile portal framework enables organizations to rapidly design and deploy new online processes to extend portal functionality and keep pace with changing business requirements.



CUSTOMER SNAPSHOTS

O2

O2, a leading provider of mobile services to consumers and businesses in the UK, has standardized on BroadVision to power a wide range of web initiatives including:

- Online Shop www.O2.co.uk/shop—for consumers and small and medium businesses to purchase products and services and manage their orders, accounts and billing online.
- Corporate Sales Extranet—allows account managers to set up phones, provide quotations and create contracts for SME and business customers.
- Telesales Extranet—allows call center staff to place orders on behalf of customers.
- Retail Store Extranet—allows other retailers to create their own branded websites that communicate with, and leverage O2’s order management system.
- Wholesale Extranet—enables large corporate customers and partners to bulk buy minutes or network capacity on O2’s network.
- White Label Extranet—enables O2 sponsored partners, such as Arsenal Football Club, to create their own branded versions of the O2 online shop.
- SMS Extranet—provides a web interface that approved businesses can access to bulk buy SMS services to send text campaigns to thousands of their own customers.

“BroadVision has a proven, scalable, resilient, open platform that is helping us extend the benefits of self-service to a wider audience, and further reducing our costs.”

— Andy Wolfe, Head of Supply—Companion Programme, O2

France Telecom

France Telecom is one of the world’s leading telecommunications carriers, with over 118.6 million customers. The company is using BroadVision to power a wide range of portal initiatives. The company estimates that its BroadVision-powered employee portal saves the company between 15 million and 30 million euros per year.

BroadVision is a global provider of web self-service solutions. Our agile commerce and portal applications enable customers to quickly create and adapt online processes to keep pace with changing business requirements. Over 1,000 organizations—including Circuit City, Yankee Candle, Vodafone, Cardinal Health, Hewlett-Packard, Toyota, Japan Airlines and the U.S. Air Force—serving nearly 60 million registered users, rely on BroadVision’s open solutions to power and personalize their mission-critical web initiatives.

“Some years ago we realized that having better business intelligence could help guide our decision making and give us a considerable competitive advantage. Being able to personalize our service was a decisive criterion and is the reason we chose BroadVision.”

— Daniel Cade, Director of Business Intelligence, France Telecom

TeliaSonera

TeliaSonera, a leading pan-Nordic company, is using BroadVision’s commerce solution to provide personalized sales, marketing, service and support to customers in some of the world’s most advanced telco markets. The company has **reduced call center costs by \$25 million per year** using BroadVision web self-service applications—especially impressive considering that TeliaSonera operates in a country of 7 million people.

“We were looking for a solution that would enable us to reduce call center costs while providing a high level of customer service and support. Fast time to market, high performance, ease of use and ease of publishing were also important considerations. BroadVision helped us achieve these goals and we were able to launch the new site on time and on budget.”

— Catharina Ljungberg-Drejhammar, operations manager of telia.se, TeliaSonera

Telecom Italia

Telecom Italia, Italy’s number one fixed-line operator and number one wireless provider, is using a single portal framework from BroadVision to support three lines of business and BroadVision’s agile development environment to move people-intensive business processes to web self service—for example, to respond to complex billing queries for large accounts.

“Previously such inquiries took months to resolve. Web self-service helps answer queries quickly and easily.”

— Alberto Ostorero, Application Architect, Telecom Italia

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