

SUCCESS CASE

Smart Cards



Industry:

Telecommunications

Summary:

With Apia it was created a central management process, which allows doing the efficient and simultaneous monitoring of all the claims' cases of intelligent cards.

Benefits:

• Increases the efficiency

The automation of the process eliminates dead times and unnecessary tasks, the actions continue without the intervention of a third party. Besides, the action enables the enterprise to solve the cases in a rational and efficient way, reducing time and costs associated to those situations.

• Better relationship with the client

They can consult about the state of their claim all the time. Apia allows providing the clients that have been affected by the flaw with a quick solution to the problem.

• Better and faster decisions

The claims and antecedents are stored in order to obtain reports that are essential to make decisions regarding changes and improvements in the services.

Antel decides to use Apia to improve and solve problems in its management of claims, regarding smart cards. This company is leader in the Uruguayan telecommunications market, providing services as local phone calls, domestic long distance and international calls and services on Internet.

PROBLEM

The phone cards are one of the basic services that the telecommunication's enterprises offer to its users.

This enterprise offers two types of cards: Telecard, a prepaid card that enables to call from any phone to any part of the world or to accede to the Internet, charging the amount of the communication to the card instead of charging it to the phone from which the call has been made; and the Chip card, which is only used in public phones, designed for domestic phone calls, which works on the basis of credits.

The problem with this kind of services is that occasionally the users find flaws. The cards do not work, they turn unreadable, they mark less credits or money than the one that is supposed to mark the next time that the users use them, etc.

In case of an eventual inconvenient, the client claims the enterprise the inefficacy of the service.

The already mentioned company did not have a system designed especially to assist this kind of situations. This generated discontent in the users that, not only did they acquired a service that was not working properly, but also had problems when claiming for the malfunctioning.

The inconvenient emerged because of the delay in fixing the problems, the unawareness of the stage in which the claim was and the lack of trust in whether the problem will be fixed or not.

Apia is a product created to give users a specialized tool for the creation and maintenance of their processes.

Its potential comes from its intuitive and graphic environment where it is possible to rapidly design the processes, create users, environments, etc.

SOLUTION

The first goal that Apia set was the creation of a unique central process of management. This one was divided into three stages.

The first one is the Customer's Support spot, that is, the place in which the claims are fixed. In this first stage, the reception of the claim is done, the emission of a document to deliver to a client as a counterpart of the card that is received and the tracking of the deliver.

In the Public Phone's Division the centralization of all the demands received is managed, as well as the registry of all the technical proofs that are carried out, the collection of the antecedents and the final resolution of the demand. This information is automatically stored in a database.

This data is essential to analyze possible changes and improvements in the services offered by the enterprise. It is also useful as support when making the decisions of the directory.

Finally, the card is returned, if corresponds, and the claim of the client is closed. The process is monitored and controlled from the reception to its closure. The stages continue automatically: if inconvenient in the tasks emerge, the system alerts the users that are interested so that they solve them as soon as possible.

The system allows that the user that carries out the demand may consult the state in all the stages of the process. Any authorized user can answer the doubts, including the personnel of the Call Center. This guarantees tranquility to the client. With the new system the client, at any moment, can be aware of how his demand has evolved. This way, the whole management acquires transparency.

The whole process is monitored and it is controlled that the tasks are done in time and shape. If any inconvenient occurs, the user is automatically informed so that he fixes it.