



> LEADING MOBILE OPERATOR REVOLUTIONISES CUSTOMER SERVICES WITH IVR

NORTEL



Case Study

Orange Spain

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> **David Martín Sánchez,**
Front End Applications
Team Project Leader,
Orange Spain

Customer: Orange Spain

Country: Spain

Industry: Mobile Telecommunications

Challenge: Orange Spain wanted to automate common customer transactions using interactive voice response (IVR) technology, improving service levels and reducing the cost of manual service delivery.

Solution: The company has deployed new IVR services based on Nortel Media Processing Server 500 and 1000. These allow customers to change tariffs, top up their accounts and request information in an automated way using a single contact number. The new services present customers with constantly changing promotions and special offers.

Benefits:

- **Improved customer service** – Surveys show that the convenience of IVR services results in customer satisfaction that is equal to, or higher than, traditional agent-delivered services.
- **Reduced operational costs** – The company has freed contact centre staff from routine call answering, redeploying them to value-added cross-selling and up-selling activities.
- **High availability** – The Nortel IVR infrastructure has delivered more than 99 per cent uptime since deployment in 2005.





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**> Fernando Toca Otero
Front End Applications
Manager
Orange Spain**

The scenario

Operating in a highly competitive marketplace, mobile telecommunications providers differentiate themselves based on the quality of their customer services. With this in mind, Orange Spain constantly strives to improve the experience of its end users, both through innovative promotions and through convenient access to information and services. Orange Spain (formerly Amena), is the third largest mobile operator in Spain. It serves 11 million mobile phone customers, 1.1 million internet customers and is listed as one of Spain's top 5,000 companies.

Until 2003, many customers still spoke with agents at Orange Spain contact centres to change their tariffs, request information on their available credit, top up their pay-as-you-go accounts, and access a host of other promotions, information and services. By contrast, only a small number of customer queries were handled in an automated way using IVR technology.

"This manual approach to delivering customer services was expensive and time consuming, significantly impacting on the efficiency of our operations," says Fernando Toca Otero, Front End Applications Manager at Orange Spain.

Orange Spain wanted to increase the quality and convenience of services for customers, while reducing its operating costs. "We aimed to achieve this by automating responses to common customer queries and streamlining access to information and services," says Fernando. "And we also wanted to free customer service agents from routine call answering and allow them to focus on value-added up-selling and cross-selling activities."

As well as achieving higher levels of automation across customer service activities, Orange Spain needed a highly flexible solution that could accommodate new offers and promotions. "In our fast-moving market, the ability to launch new promotions and present them to customers quickly is critical," says David Martín Sánchez, Front End Applications Team Project Leader at Orange Spain. "As a result, we had to ensure that any new technology solution could handle this requirement for rapid business change."

Finally, Orange Spain needed to ensure that customer services and information were constantly available for customers. "If customers can't top up their mobile phones or access other critical services, we can suffer very significant short-term losses," says David. "In addition, downtime has a negative impact on brand reputation, which is potentially highly damaging."

The solution

To address these issues, Orange Spain began an ambitious plan to evolve its existing customer service practices to a new, IVR-based approach. As part of this vision, the company wanted to route 100 per cent of customer calls to a new customer service number and handle all enquiries using IVR at the first point of contact. "This required us to update our existing customer service infrastructure, which could not provide the required levels of scalability or availability to manage all customer calls," says Fernando.

Working with trusted technology partner Indra Sistemas, Orange Spain started to replace existing Nortel Voice Processing Series systems with Nortel Media Processing Servers (MPS) 500 and 1000 in 2005.

This self-service IVR solution automates the process of taking and routing calls and allows customers to access information and services without the help of a customer service agent. In addition, it delivers mission-critical reliability with redundant

hardware and distributed software, and provides very high scalability with almost 2,000 ports in a single system.

David explains: “During a period of eight months, we extended IVR functionality to all incoming customer calls, completing work at the beginning of 2005. During the roll-out, Indra Sistemas helped us redesign our voice prompts to be more customer-friendly, ensuring that callers could resolve common queries quickly and conveniently.”

With the new IVR system in place, all calls were directed to a single telephone number (470), where customers select automated services or choose to speak to a customer services agent. “A large number of services, such as ‘check balance’, ‘top-up’ and ‘change tariff’ are now entirely automated, helping customers conduct basic transactions faster,” says Fernando.

The results

When IVR services were first introduced at Orange Spain in 2003, customer surveys showed slightly reduced levels of satisfaction. However, evolution of the IVR strategy has successfully addressed this issue, delivering greatly improved customer experience across the board. “Since the deployment of MPS 1000 in 2005, customers have had access to highly intuitive, fully automated services that allow them to conduct routine transactions quickly and effectively. Because they can also choose to speak to a service agent if required, they are happier than ever,” says David. “Our surveys show that customers are just as satisfied with IVR as they were with customer service agents. Some months we even surpass these levels of satisfaction with IVR.”

In addition to improved customer service, Orange Spain has achieved significant operational savings with MPS 1000. “We have automated a number of customer-facing services and reduced routine call answering for contact centre agents,” explains David. “This increases employees’ availability to handle complex customer queries and presents new opportunities for cross and up-selling.”

During the evolution of customer service functions, Orange Spain has achieved excellent levels of availability for all its critical, customer-facing services. “Our customers know that they can access information and services at any time using our automated systems,” says Fernando. “We have registered more than 99 per cent uptime for our critical services, protecting our revenues, improving brand image and minimising business risk.”

Orange Spain has also been able to consolidate its IVR infrastructure using the Nortel technology. “We previously operated 14 machines at a number of geographically distributed locations,” says Fernando. “Using MPS 1000, we have been able to consolidate IVR capacity at just three sites, reducing maintenance costs and saving space.”

Because the next-generation IVR services deployed at Orange Spain are extremely flexible, new promotions can also be offered to customers quickly and effectively. “We can easily upload new promotions and make them available to customers through IVR voice prompts and simple activation procedures,” says Fernando. “This helps us reduce customer churn and maintain our competitive advantage.”

Finally, Orange Spain has plans to extend MPS functionality to mobile customers of parent company France Telecom. “Based on the success of our own work with MPS 1000, we may recommend that our IVR services are extended to additional areas of the business in the future,” says David.

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Manager
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