

COMARCH



GRUPO TVCABLE
Más para tu vida

**BUILDING A COMPREHENSIVE MULTI-LEVEL
CUSTOMER SERVICE EXPERIENCE
WITHIN FIELD SERVICES FOR
TVCABLE**

THE BUSINESS NEED/THE CHALLENGE

Grupo TVCable is the largest private service provider in Ecuador, where great value is placed on attention to constant improvement of customer satisfaction on each step of the service delivery process. That is why the service provider was looking to deliver services faster and adhere without fail to the agreed deadlines and times for installations and repairs, even for same-day orders.

The main business goals to achieve included:

- Increasing technicians' productivity
- Improving customer satisfaction
- Lowering customer service costs
- Decreasing the time needed for manual work to be completed
- Arriving at each customer's premises on time

CLIENT:

TVCABLE

INDUSTRY:

TELECOMMUNICATIONS

Grupo TVCable Ecuador is the country's largest private service provider, funded 100% with Ecuadorian capital to provide video (cable and DTH), fixed telephony, and broadband services, both residential and corporate, throughout major cities. TVCable Ecuador was established in 1986, and currently operates in more than 20 cities, with a dominant presence in the capital Quito, the country's commercial hub Guayaquil, and anchor cities such as Cuenca, Salinas and Manta.

IMPLEMENTED SOLUTION:

- Comarch Field Service Management



THE APPROACH

The Comarch team analyzed the complete TVCable service journey step by step. The main problems identified were related to the efficiency of processes, which were to a great extent being carried out manually.

The implementation plan recommended by our consultants included meeting the following challenges:

- **Limit the multiple registration of work order data by different staff**, e.g. entering data about a given work order and assigned technicians to the CRM, planning daily field worker schedules by hand, and manually defining the best routes for field service operatives. This level of manual operations hindered optimal performance of the service delivery process.
- **Lower the cost of technician routes** – all work orders were being grouped manually, using clients' addresses. If cancellations were received there was no room for change, as this would require re-planning the other service visits.
- **Decrease the time of work order execution** – each manual step led to longer waiting times by the end customer, which made the service less satisfactory.
- **Limit the paper costs** – every work order incurred the expense of using paper for printing maps, work orders and daily schedules for each technician.
- **Optimize the supervisory process** – at the end of each day, technicians brought their completion reports to the office, and verification of all work orders could take from two to three hours.



THE SOLUTION

To meet the defined business objectives, Comarch offered its Field Service Management system to TVCable.

The following solution modules were deployed:

Order and Task Management - allows automated task generation according to configured workflow and task parameters such as location, skill requirements, SLA, priority, task types and their relations.

Resources - stores data about the company's human and technical resources, which is then used to automate staff assignment to work orders.

Time Management - enables full insight into the field service calendar, including planned route and task SLA, staff availability, and updating schedules in real time with a convenient drag and drop feature.

Automatic Dispatcher - advanced algorithm that allows optimal assignment of resources to tasks, shortening service reaction time and optimizing resource allocation.

Reporting - provides management information on operational and strategic KPIs. The module enables the creation of real-time dashboards, as well as scheduled and ad hoc reports.

FSM Mobile - a mobile application enabling technicians to access data necessary for task completion, synchronized with the FSM web application to provide real-time information about task status, customer documents, and field service calendar.

Maps - used for planning, tracking and reporting. It enables choosing the optimal route, tracking technician locations and presenting daily route summaries.

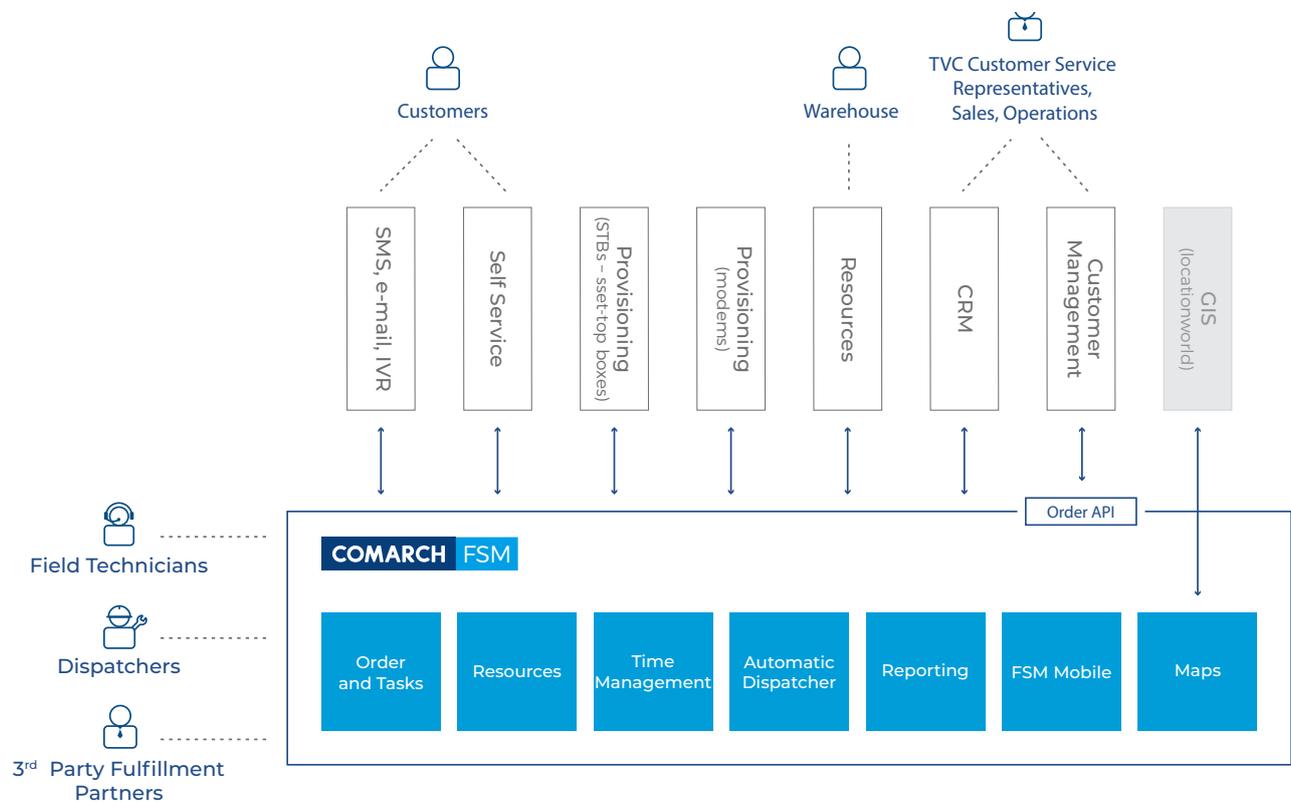


Figure 1. Solution architecture

In order to ensure the comprehensiveness of the provided solution, and to enable the complete centralization of the service process, **Comarch also integrated FSM with the following systems:**

- * **Equipment inventory** – for internal warehouse stock monitoring
- * **CRM** – used by the network operation center, call center and operations, for management of interactions with customers
- * **Provisioning systems** – one system used by technicians to check the modem response and signal level, and another for verification of the changes in use of set-top boxes (STBs)
- * **Billing system** – also storing information about new work orders, used for customer management

THE RESULTS

The deployed modules and integrations enabled TVCable Group to increase customer satisfaction on several levels, for example:

Reduced order to delivery time

By integrating internal systems with Comarch FSM modules and matching databases, the company is able to assign more tasks, involve fewer employees, and send technicians to clients' premises more rapidly.

Minimized average service time

The implementation of the project allowed shortened visit times.

Improved SLA performance

According to recent calculations, TVCable can deliver 90% of installations within 24 hours with the 48-hour SLA, and perform 80% of repairs within nine hours, with a 24-hour SLA for this service.

Automated customer service – improved customer experience

With centralized information about the work orders and the possibility to provide updates to customers via mail, calls and text message, phone contacts to the call center with questions about technician locations were reduced by 80%

Service quality standards

Adding pictures to each task in the mobile application as proof of completed work order forces technicians to comply with the procedures related to quality standards.



WHY COMARCH?



The implemented Comarch Field Service Management software fully automates and truly streamlines our service delivery process. Since we deployed this solution, we have been able to eliminate a lot of manual work and, as a result, to coordinate field task assignment and execution more efficiently. This tool enabled our organization to achieve better KPIs, both operational and strategic. Decreasing our mean service time and providing it within the framework of a set SLA definitely improved our relationship with our customers, says Marcelo Ceruso, Director of Customer Service at TVCable Group.

These changes could take place thanks to Comarch's support throughout the analysis and implementation process, underpinned by their experience in the telecommunication industry. With their guidance, we have applied appropriate modules, configured the service workflows, and modernized the quality and productivity of the service, Ceruso adds.

Marcelo Ceruso, Director of Customer Service
TVCable Group

ABOUT COMARCH

Comarch is a global supplier of software and services to some of the world's largest brands, such as Telefónica, Deutsche Telekom, Vodafone, KPN and Orange. With a wide range of products and an extensive portfolio including ERP, CRM, BSS/OSS solutions for telecoms, field service management system and IoT devices. With the execution of over 2000 IT projects and implementation of the software in more than 40,000 companies worldwide, Comarch is considered a reliable system provider.

Comarch has 25 years' of experience in multiple industries providing end-to-end field service management solutions that serve numerous business processes, support decision making in real-time and enable the delivery of top level customer service. Comarch FSM is the software of choice for MegaFon, TVCable, Viasat, and Orange.

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