Implementation of the Enterprise Content Management platform for T-Mobile Polska

Polska Telefonia Cyfrowa SA is an operator of one of the largest and most popular mobile networks for business and individual customers, prepaid solutions (TakTak, Heyah), fixed networks and fast wireless Internet (Blueconnect).

The first co-founder, and at present the only owner of PTC is global telecommunications concern Deutsche Telekom (DT), which is composed of, e.g., T-Mobile and T-Systems. DT conducts its business activity in 50 countries and provides services to almost 200 million customers.

The company initiated its commercial business activity in 1996 under the brand name of Era GSM. At present, the company has approximately 13 million customers, possesses GSM 900/1800 and UMTS licences and delivers the fastest wireless Internet in the HSDPA technology.

**Business needs**
- Enabling effective and secure document archiving
- Realization of the customer service process on a wide scale while ensuring quick reaction to changing business requirements
- Providing services to a constantly growing number of customers
- Limiting the costs of statistical notification
- Constant improvement of the quality of Customer Care services
- Integration of information from various internal systems

**Solution**
In 1996, based upon customer business needs, T-Mobile decided to implement the FileNet system, which was realized by Comarch.

The system enables scanning and indexing paper documents, archiving electronic documents (including digitalised versions), archiving invoices and accomplishing and managing all variants of the customer service process. The solutions offered by Comarch were based upon FileNet Image Services technology.

**Basic system modules**
- Document Archiving System (System Archiwizacji Dokumentów - SAD)
- Automatic contact processing
- Workflow Customer Service2 to support the customer service process
- Invoice Archiving System (System Archiwizacji Faktur - SAF)

**Electronic archive**
The Document Archiving System (SAD) is responsible for archiving the documents received from and sent to T-Mobile customers. The document repository, delivered by Comarch, stores nearly the entire customer correspondence. Apart from the document repository, SAD comprises additional applications that support the process of saving the documents in the archive, as well as manages and processes such documents.

**SAD effectiveness**
The SAD module allows several thousands of users to work parallel on more than 500 million documents. Even 30 thousand new documents are processed each day. Each month – over 500 thousand.

**Contract processing**
As part of initiating new business paths, the process of automatic contract processing has been initiated. The OCR TakTak system makes use of SAD system integration possibilities in order to support the contracts concluded between T-Mobile and TakTak (pre-paid) service customers. Using the application resulted in a triple increase in effectiveness of registering users in the system.
Customer service process
Documents that were a part of the correspondence with customers, entered and stored in the repository, required a system that would support all variants of customer service in a company. The WorkflowCS solution, which evolved into WorkflowCS2 based on eProcess, the FileNet engine for process management, was implemented. The module cooperates closely with SAD. For each document received from the customer (irrespective of source: paper correspondence – scan, email, fax, WWW forms, Hotline), and after its registration in SAD, a case for a consultant is initiated in order to provide assistance to a customer. While processing the case, the system supports communication via various channels: SMS, email, letter, telephone. When completed, the result – a reply to the customer – is also saved in SAD.

Invoice archiving
As part of the project, the Invoice Archiving System (SAF) was created for storing customer invoices and billings. The module integrates with the billing system, from which data sequences are downloaded. Later, the input data is effectively processed and saved in SAF, where it can be browsed later. In 2011, the number of archived documents amounted to 800 million.

Thanks to building a solution based on elements of the ECM platform, T-Mobile is able to effectively, on a wide scale, documents from various sources and process them in an appropriate manner. As a result, the time required for processing was limited, and the level of customer service was increased.

Workflow Customer Service2 effectiveness
The module allows to process over 6 thousand cases a day by approximately 250 consultants in 253 categories. Workflow CS2 integrates with a number of external systems (SMS, email, customer data, customer rates, invoices, corrections, correspondence, printing house), making the process of supporting customer applications run even more effectively.

OCR TAK-TAK system

Benefits
- Enabling the implementation of complex business processes and providing a dynamic response to new requirements
- Effective and secure document archiving on a wide scale
- Online access to digitalised documents for employees
- Significantly limiting the time required for document processing
- Reducing the operation costs of documents processing
- Increasing the quality of rendered services and enhancing customer satisfaction
- Effective process monitoring and reporting
- Limiting the time required for customer service
- Enhancing the substantive value of customer service
- Improving the level of data security

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