



A NEW CUSTOMERS COMMUNICATION SOLUTION O2 CZECH REPUBLIC



O2, the largest provider of telecommunications services in the Czech market, successfully implemented the Simple Online Company transformation program. The implementation has provided both significant innovation and streamlined the company's operations in communications, customer and internal processes, reporting, finance, IT and infrastructure.

An important part was the choice of a new centralized customer communication solution. The change was driven by several factors, including the need to respond quickly and flexibly to a dynamic and highly competitive market and to gain competitive advantages in the quality of customer service.

Equally important was the need to streamline sales processes and significantly reduce costs. After comparing globally available technologies and implementors, O2 selected the Output Management Solution of the Czech company Pro Document Services. Output Management Solutions is based on Scriptura Engage by Belgian software developers Inventive Designers.

Since the 2015 adoption of the new Output Management Solutions O2 has engaged in a phased implementation of its new communication strategy.

This was initially rolled out to sales support and online services and then, after launching the new billing system and CRM in October 2018, for all communication with O2 customers.

By implementing the new Output Management, O2 gained the significant competitive advantages it expected and is developing them.

Josef Dočkal, Digital Transformation
and Product Development Director

"Customer Experience, Customer Satisfaction, Customer Journey are terms that are reflected in the business strategies of every major company, including O2, which has the ambition to be the undisputed market leader not only in telecommunications services but also in the quality of services provided to customers in general. Innovation and efficiency in communicating with our customers is a key part of this. Thanks to the combination of our knowledge and the needs of a developing telecommunications market, and the expertise of Pro Document Services in Customer Communication Management, Omnichannel and Digital Customer Experience, we are able to formulate communication strategies to meet our current needs and to visualise the long-term direction of development."

Output Management in O2 Czech Republic

The Output Management solution centralizes all O2 service and business customer communications. In the area of Billing it processes invoices and detailed billing of telecommunication services including electronic data forms.

In business processes, it ensures the creation of personalized offers, contracts and documents for the sale of services and equipment. As part of customer service support, it processes notifications and information related to the services provided. There are tens of millions of communications per month in the form of printed and electronic documents, emails, SMS and personalized content of the customer portal.

Based on multi-channel communication, Output Management creates a document or message in the correct format and delivers it at the right time and in the right way, depending on the type of communication and customer preference.

The design of templates and the content of documents and electronic messages are created by the O2 teams. Within Notification Management, business users manage their content and configuration in real time.

Compared to previously used solutions, the time-to-market and costs associated with customer communication have been reduced significantly.

The new Output Management solution was implemented within the Simple Online Company program, which included new Billing, CRM, Ordering, Customer Portal, DMS and other key IT systems.

The solution is based on the Scriptura Engage platform. It is currently rated as one of the most modern and developed technologies for customer communication. The Scriptura Engage platform is used by many companies in various sectors, including telecommunications, banking, insurance, utilities and state administration.

Radim Musil, IT Operations Director:

"The implementation of the program, which involves the replacement of most key IT systems, places considerably higher requirements on their suppliers, their reliability, quality and punctuality of deliveries. Failure, of even a single component, would have a fatal impact on the entire program.

This also applies to Output Management solutions as it is part of key business processes that deliver customer service 24/7. For these reasons, we approached the selection of the supplier of Output Management with the utmost diligence.

Pro Document Services proved to be the right choice. Throughout the implementation of the project, particularly during the most critical moments of deploying the entire new IT infrastructure, we were able to rely 100% on their professionalism, flexibility and effort, going way beyond their responsibilities to find a way to meet our needs.

The Scriptura Engage technology has also proved to be the right choice, especially in terms of flexibility of integration, process implementation and design of our documents, which are filled with large amounts of data and complex conditional formatting. This has proved to be a great advantage particularly in the implementation of a large number of changes, which are brought on by a project of such a large scale."