

Telecoms

The convergence of voice, data and video has led communications providers to adopt aggressive strategies for positioning themselves as the sole provider for all of these services. In such a highly competitive market, the quality of customer service and the type of services provided become key points of differentiation so fast access to complete customer information is critical.

Customer data has traditionally been managed in a database; however, a significant volume of customer information - such as forms, e-mail, written letters, bills and invoices - cannot be easily captured and managed in a database. Nonetheless, these documents contain valuable information regarding transactions between the provider and the customer. Capturing this "unstructured" data and combining it with the structured information maintained in a database can give customer service agents a complete customer view.

iiCon's solutions for Enterprise Content Management (ECM) and enhanced customer service will help you:

- Combine structured and unstructured information for a complete customer view
- Provide customer service agents with what they need to resolve a customer enquiry quickly
- Automate the prioritization, assignment, execution and completion of work orders resulting from customer enquiries
- Provide managers and supervisors with real time management information for performance monitoring, work in progress reporting, load balancing and SLA reporting.
- Provide auditors and compliance officers with a complete audit trail
- Improve customer self-service by providing online access to statements and relevant account information

iiCon has supported Vodafone since 1998. iiCon implemented a Correspondence Management System (CMS) that is integrated with Vodafone's Clarify CRM and billing system. CMS captures 120,000 items of correspondence per month and is used by 4,000 customer service agents. iiCon has also implemented ECM solutions for Vodafone to support Corporate Provisioning, Corporate Billing and HR processes. iiCon also has completed engagements with, BT Mobile and Batelco (Bahrain)