



In a highly competitive environment, improving our customer experience is crucial. Capgemini provided us with a tailored solution that will allow our customer service reps to process an order more accurately and efficiently.”

John Hill
CIO,
SaskTel



SaskTel Modernizes Systems, Improves CRM Architecture, and Enhances Customer Experience

Capgemini partners with a Canadian telecom operator to deploy Oracle Siebel CRM, simplifying order management and enhancing the agent-customer interaction

The Situation

SaskTel is a regional Canadian telecom operator offering a broad range of Voice, Broadband and IPTV services to over 1.4 million subscribers. Constrained by a complex Customer Relationship Management (CRM) architecture that required multiple screens, swivels and handoffs, SaskTel's order management agents could not leverage existing systems to garner sales efficiency. A high rate of errors within the contact-to-service delivery process resulted in longer than ideal cycle times. It also confined the customer-agent interaction to a transactional level, focused on sharing order and promotional information with limited opportunity for up-selling.

In addition, the inability to offer bundled services across business lines added to the complexity of the sales process. The CRM architecture was also expensive to maintain, difficult to upgrade and demanded a prolonged training period before agents could sell new products and services. Limitations also entailed manual effort to resolve customer requests, diminishing the efficiency of the system. The situation effectively hampered the introduction of new products, pricing plans and promotional services at desired intervals, affecting time to market strategies.

SaskTel engaged Capgemini to implement a refined CRM architecture in a phased, multi-year project with the objective of consolidating customer account views across business lines to simplify the process of capturing order quotes, automating pricing and bundled rate calculations in an out of the box solution with minimal customization and maintenance costs.

The Solution

Capgemini's Communication Transformation Platform (CTP), an integrated set of pre-configured systems and processes that accelerate telecom transformations, provided SaskTel with the confidence that Capgemini was the right partner. The CTP approach was leveraged to support a transition of existing consumer products and services for SaskTel's Wireline, Broadband and IPTV business lines from numerous independent systems.

Capgemini managed the design and implementation of Oracle Siebel CRM and Oracle Order and Service Management (OSM) through the entire software development lifecycle, including:

- Business requirements
- Functional and technical design
- System architecture
- Implementation of Oracle software and integration with legacy systems
- Data conversion
- Testing and deployment

The Result

The new Oracle Siebel CRM and Oracle OSM functionality enabled SaskTel to effectively leverage one comprehensive sales process for all lines of business. Agents could have access to a full view of customers and their products and services through one, standalone application. Systems were upgraded to accommodate automated calculation of prices and bundled rates. The resulting standardization reduced process errors and facilitated an enhanced customer-agent interaction experience during call delivery, call transfers and conference calls at the call center. Reduced training periods allowed introduction of new products, services and promotions at a faster pace.

Minimal customization of the out of the box solution ensured low maintenance costs. On a broader level, the call centre modernization initiative allowed SaskTel to reduce the number of sales touch-points while successfully plugging revenue leakage.

How SaskTel and Capgemini worked together

With its experience in Oracle Siebel CRM and Oracle OSM implementations, Capgemini recommended a strategic alignment of SaskTel's process with industry standards, while leveraging out of the box potential of the solution. The team focused on reducing the number of screens (swivels) clicks, fields and complexity in products and processes wherever possible. Overall, the transformation covered 500 agents and it was implemented in a phased manner, ensuring business continuity.

For more information on this project, please contact:

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About Capgemini

With more than 125,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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In collaboration with



Saskatchewan Telecommunications Holding Corporation (SaskTel) is the leading full service communications provider in Saskatchewan, with \$1.2 billion in annual revenue and over 1.4 million customer connections including over 607,000 wireless accesses, 492,000 wireline network accesses, 238,000 Internet accesses and 97,000 Max™ Entertainment Services (TV) subscribers. SaskTel offers a wide range of communications products and services including competitive voice, data, Internet, entertainment, security monitoring, messaging, cellular, wireless data and directory services. In addition, SaskTel International offers software solutions and project consulting in countries around the world. SaskTel and its wholly-owned subsidiaries have a workforce of approximately 4,000 full-time equivalent (FTE) employees.

More information is available at:
www.sasktel.com

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