



# CALLING FOR AN UNMATCHED TELECOM USER EXPERIENCE



## Capgemini answers with business process change, automation, and governance transformation for heightened revenue, service quality, and customer experience

One of the biggest telecom services providers in Asia, with approximately 350 million subscribers in eleven countries, wanted to improve the quality of its services with a revamped user experience that would lower costs and reduce resolution lead times for reported tickets. In addition, the company was looking to address non-compliance for end-user accounts, which was leading to license administration issues. Most of these challenges stemmed from highly complex business process design.

To address these challenges, the company was looking for a partner that could transform its managed services support, simplify its business process model, improve process efficiency, and ultimately offer its customers a better experience. This collaboration also needed to include L1, L2, and L3 SAP managed services support and guarantee improvement to system usage and stability.

**Client:** A Southeast Asia-based telecom services provider

**Industry:** Telecommunications

**Client challenge:**

The company was looking to improve its service quality, enhance the end-user experience, and completely transform its business process design

**Solution:**

In utilizing ADMnext for SAP Solutions, the Capgemini team helped substantially enhance service quality and the end-user experience by increasing efficiency and driving down costs with a program of business process change, automation, and governance transformation

**Benefits:**

- 20% reduction in overall ticket volume
- Decreased manual intervention thanks to business process automation
- Improved service quality with 99.9% SLA fulfillment against a target of 95%
- A 30% improvement in the customer experience confirmed by indexes and business user system adoption
- Heightened process standardization
- 100% compliance for end-user accounts and license administrations

## Taking customer support to a new level with ADMnext for SAP Solutions

After the telecom provider chose Capgemini as its managed services support partner, the delivery team studied and assessed the company's SAP systems and current business processes. The Capgemini team then began applying everything that ADMnext for SAP Solutions has to offer. This entailed the segregation of systems between upstream and downstream activities, aligning the organization's support model with an ITIL framework, and defining a strong project governance plan. In the meantime, the team provided effective on-the-job training for several key users while a proactive communication approach was adopted to provide real-time updates on ticket status.

Additionally, several solutions were deployed to simplify business processes and make them more efficient, including applied lean and process automation quality levers. Overall, the collaborative One Team approach employed by Capgemini experts helped optimize the company's entire managed services landscape. As a result of these efforts, the Capgemini team was able to deliver:

- Heightened operational process efficiency for a 20% reduction in overall ticket volume and decreased manual intervention thanks to business process automation
- Improved service quality with 99.9% SLA fulfillment against a target of 95%
- 100% process compliance during auditing
- A 30% improvement in the customer experience confirmed by indexes and business user system adoption
- Streamlined business processes across operations
- 100% compliance for end-user accounts and license administrations.

## Building on a strong connection

After the success realized from this collaborative pursuit, the partners are planning to expand their relationship, with Capgemini playing a key role in assisting the company with its ambition to become a digital champion by 2024. This means transitioning from pure play mobile assets into a triple core, strategy-driven business that is focused on digital telco, digital businesses, and infrastructure. Capgemini will continue to serve as a trusted ERP transformation and support partner, along with driving procurement, front-end digital, and Cloud transformation.

## About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 340,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

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