



Business challenge

To deliver top-notch service to customers and comply with strict regulations, mobile operator Avea wanted a faster, more cost-efficient way to access and manage growing volumes of subscriber data.

Transformation

With its subscriber base – and related data volumes – growing rapidly, mobile operator Avea found it increasingly difficult to deliver prompt service and meet service-level agreements. A new content management platform and the introduction of e-invoicing helps teams instantly access documents and respond to customers faster than ever before.

Business benefits:

Greater
customer satisfaction
enabled by a more
responsive service

>\$2 million
saved monthly in invoicing
costs, delivering a boost to
profit margins

800 million
documents managed
from a single shared
content platform

Avea İletişim Hizmetleri

Building better experiences for telecoms customers

Founded in 2004, Avea is Turkey's youngest and fastest-growing mobile operator, with more than 16 million subscribers as of mid-2015. Avea employs approximately 2,700 people and has roaming agreements with 685 GSM operators in 205 countries around the globe.

“Through our partnership with IBM and Aksis, we can engage with our customers more effectively.”

Ahmet Dogramaci, Project Manager,
Avea İletişim Hizmetleri A.S.

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Standing out in a crowded market

As the telecommunications industry grows more crowded and commoditized, market leadership depends more than ever on offering a responsive, personalized service that meets and exceeds customer expectations.

This is a fact that Avea, Turkey's fastest-growing mobile operator, knows well. With more than 16 million subscribers and counting, Avea faces a tough challenge in ensuring that each and every customer receives stellar service. If the company fails to deal with customer requests quickly and effectively, it risks losing valuable business to competitors and falling afoul of government regulations.

Ahmet Dogramaci, Project Manager at Avea İletişim Hizmetleri A.Ş., elaborates: "Providing fast, consistent service is a top priority for us. Not only it is crucial to building great experiences for our customers, it is essential for maintaining compliance with the service-level agreements [SLAs] set by our regulators.

"For instance, we need to process all mobile number portability requests within 48 hours, and send out invoices at least seven days before the payment due date. When you have millions of customers like we do, everyday operations generate a great deal of information that needs to be processed and accessed on an ongoing basis, such as contract documents, financial records, invoices and more.



"Without fast access to this content, it would be a struggle for our teams to serve customers effectively."

With its business expanding fast, and hundreds of thousands of new documents being produced every day, Avea found that existing content management systems were struggling to keep up with the increased volumes. Teams frequently experienced long delays when trying to access information, which delayed response to customers and threatened to dull the company's competitive edge.

Managing millions of documents more effectively

Determined not to let performance issues hold it back from delivering high-quality service, Avea looked for a way to take control of this fast-growing enterprise content. Working together with IBM Business Partner Aksis, Avea united information from across the business into a single electronic repository, built on IBM® FileNet® Content Manager. Today, the company stores more than 800 million documents in this repository, including more than 16 million subscriber contracts.

Ahmet Dogramaci comments: "We couldn't be happier with the performance that we are getting from IBM FileNet Content Manager.

"Previously, poor system performance meant that our agents experienced delays locating and opening files, and were unable to view documents in parallel. Now, they can access information online in just seconds, which has been a huge boost to efficiency."

Keeping customers happy

With content now available at agents' fingertips, Avea can process customer requests and enquiries faster than ever before, boosting subscriber satisfaction.

"More efficient content management enables our teams to spend less time hunting down information, and more time engaging with customers," says Ahmet Dogramaci. "For instance, if a subscriber contacts our call center with a query about a payment, an agent can bring up the related documentation in seconds and deliver a rapid response."

He continues: "Not only does this help us to keep customers satisfied, it also allows us to reduce our average call handling time, saving time and money. It really is a win-win situation—customers spend less of their time on the phone and Avea runs a more productive and profitable business."

Complying with strict SLAs

In addition, faster access to customer documents and tighter process control is helping Avea to meet and beat regulatory SLAs.

Ahmet Dogramaci explains: “In the past, if we had to process a number portability request, for example, our front-office agents would have to gather paper documentation from a customer and manually distribute it to back office teams for review and validation.

“Now, once a customer has submitted a request at one of our stores, agents simply scan the paperwork and upload the electronic files to our repository. Each case is automatically submitted to our back-office teams, who can validate the documents and finalize the request well within the 48 hour deadline.”

Saving millions a month with e-invoicing

As part of its enterprise content management transformation, Avea has made the move to electronic invoicing for its postpaid customers, achieving huge savings in the process.

Ahmet Dogramaci remarks: “We have approximately seven million postpaid subscribers, so you can imagine how much it cost to print and post paper invoices to all these customers at the end of each month. Today, all of our postpaid customers now receive their invoices via email, which means that bills can be sent out quicker, and there is less risk of paper documents being lost in the mail. What’s more, by switching to e-invoicing we are saving approximately USD2.1 million a month in labor, printing and postage costs.”

Staying on track for success

By streamlining access to key content and enabling customer service teams to work more quickly and efficiently, Avea can support profitable business growth without compromising on the high-quality service delivered to subscribers.

Ahmet Dogramaci concludes: “Through our partnership with IBM and Aksis, we have built the solid foundation we need to understand our customers and engage with them more effectively. Our new approach to enterprise content management makes it easier to connect teams to information, helping them deliver a more responsive service that keeps our customers happy and keeps Avea on track for success.”

Solution components

Software

- IBM® FileNet® Content Manager
- IBM FileNet Image Services

IBM Business Partner

- Aksis

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