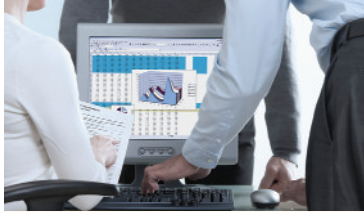


CASE STUDY · TDC

INDUSTRY · Telecommunications



AT A GLANCE

Client

TDC is Denmark's largest telecom service provider with 15 million customers in Europe.

Challenge

To improve customer service by increasing customer self-service options; comply with governmental requirements for invoicing, and reduce costs.

Solution

TDC chose StreamServe Telecom to enable them to standardize on one Enterprise Document Presentment system for all of the company's legacy systems.

Results

Improved customer service by enabling customers to receive their invoices in paper or electronic format; provided personalized correspondence to facilitate cross- and up-sell opportunities; complied with governmental invoice format requirements, and cut costs.

TDC remains legal, lean and customer friendly with StreamServe®

Recently the Danish government passed legislation that states that all citizens who would like to receive invoices electronically should have the opportunity to do so. Denmark-based telecom giant TDC did not have to scramble for a solution to comply with the law because it already had StreamServe Telecom™ software in place.

TDC, which has 16,000 employees, is Denmark's largest telecom service provider with 15 million customers in Denmark and the rest of Europe. TDC sends out about 30,000 order confirmations a day and approximately 45 million documents annually.

TDC is continuously looking for ways to improve customer service, automate procedures and run a lean operation.

"StreamServe Telecom has proven to be a valuable asset," said Mr. Eric Balslev, product manager for TDC IT Services. "It helps us reduce costs by streamlining the presentment and distribution of documents generated by the company's large number of legacy systems, and it enables us to comply with the new law because we are able to produce correspondence in the format specified by the customer."

Promoting self-service

TDC is able to provide superior customer support by producing customer correspondence on paper, via e-mail and other media. The proposed IT strategy going forward will expand the use of StreamServe Telecom to more TDC companies.

StreamServe Telecom insures there is a notification when an invoice is issued by automatically generating an e-mail notice that is sent to the customer's regular email address. The invoice notice is also available when the customer logs on to their Internet bank account. The invoice itself is available in a mailbox that is managed by an application hosted by the Danish Postal Service. All the user needs to do to access the mailbox is to provide a digital key.

"StreamServe is an integral part of TDC's goal of continuously increasing customer self-service," said Mr. Balslev. "That helps cut our costs and boost our competitiveness. In order to meet this goal, we are using StreamServe Telecom to introduce e-mail confirmations for customer orders. An increasing number of all customer order

“We want to be known for offering our customers quality service and innovative and interesting services, and StreamServe Telecom helps us do that.”

— Eric Balslev, Product Manager,
TDC IT Services

confirmations are sent via e-mail, which significantly decreases administrative costs.”

TDC has a demanding IT environment with a large customer base, data intense environment, and strict availability levels. The mainframe legacy computer systems have been developed in order to meet TDC's specific needs, but that also means that changes that need to be made in customer-facing activities are time consuming and differ between each subsystem.

“By employing StreamServe Telecom is introducing one application for all customer correspondence, regardless of whether it is paper based or electronic,” said Mr. Balslev. “This enables TDC to comply with the new Danish law and to reduce costs.”

Customer service a key differentiator

Traditionally, introducing call tariffs tailored for different market segments has been the key differentiator. New business opportunities can also be created with superior customer service; where well handled customer interaction in the form of invoices, and quick responses to customer inquiries, can set a service provider apart from their competitors.

New formats for customer interaction like personal Web sites and e-mail opens up the possibility of sending personalized information to a large customer base. That allows the service provider to meet differing customer needs while yet still benefiting from a high level of automation. StreamServe has been a key ingredient in all these scenarios for TDC.

Recently TDC introduced a new format for employee payrolls where the employee can access their specification through a secure e-mail box. StreamServe Telecom is used to produce a more detailed e-mail specification than could be achieved with the old paper-based solution. The goal is to decrease manual handling of employee inquiries about their pay as well as serving them with more detailed payroll information than was previously possible.

To find out more

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How Does Your Company Present Itself?