



CASE STUDY



CUSTOMER PROFILE

- Leading provider of wireless communications in Colombia, offering customers innovative solutions in voice communication services
- Comcel's customers comprise more than 60% of Colombia's wireless subscribers, representing 57% of processed calls
- Implemented DOC1® in 1999 for in-house production of wireless bills and customer correspondence

Executive Summary

Leveraging existing technology, Comcel began using DOC1® to compose its wireless bills and other customer correspondence in November 1999. Previously, Comcel had outsourced its bill formatting, printing and mailing. After installing DOC1®, Comcel composed and printed in-house and realized substantial savings in reduced application maintenance costs. Comcel was also able to change document content and formatting quickly, as the company brought new products and services to market and revamped its corporate image. *"We selected Vault because it was 100% compatible with the DOC1® application that was already in production."* Alberto Campos, Information Technology Director, said, *"This enabled us to provide online access to customer documents in just one week. Documents created by DOC1® can be indexed, ingested and ready for customer service representatives (CSRs) and customers to view in less than four hours of completion of the billing cycle."*

Business Challenge

In the old process, Comcel produced bills in IBM AFP format. It took the billing and customer care system 15 hours to ingest documents from each billing cycle. Comcel also burned the documents onto multiple CDs and distributed these to account managers throughout Columbia—a three-day process. The billing system did not have compression capabilities, so each billing cycle required 35 GB of storage. Because storage costs were increasing at a dramatic rate, Comcel provided only the current and previous two months of documents online. For online documents, CSRs could display bills in less than five seconds. However, for bills aged three months or more, retrieval was from the CD, which averaged ten minutes each.

"We anticipate savings of \$500,000 for the first year and \$1,000,000 in year two on storage hardware and document distribution costs."

Alberto Campos
IT Director
Comcel

Solution

Upon implementing a customer communication management solution from Pitney Bowes Software, Comcel was able to index and ingest documents within four hours of completion of the billing cycle, resulting in immediate access to bills by Customer Service Representatives and customers. Because Comcel now stores all documents in the repository, Customer Service Representatives no longer need to retrieve documents from CDs. This helps them provide faster response to customer inquiries while lowering service costs. Using an in-house solution built in Vault, Comcel also provided two levels of security for Comcel's corporate customers. For example, within a company a manager can view all of his employees' bills, but the employee views only his bill.

CASE STUDY

TECHNOLOGY USED

- DOC1® for in-house document composition
- Vault for document storage and retrieval

Results and Benefits

Leverage existing document composition solution to have an online presentment system in production within a week

Display online documents within 4 hours of a billing cycle instead of 3 days later

Reduce storage and outsourcing costs

Answer inbound customer inquiries in less time, especially when it comes to documents that are older than 3 months

“We are pleased that we've been able to leverage our existing investment in DOC1® to provide exceptional customer service while achieving a quick return-on-investment.”

Alberto Campos
IT Director
Comcel

For more information call 800.327.8627 or visit us online: www.pb.com/software

UNITED STATES

800.327.8627
pbsoftware.sales@pb.com

CANADA

800.268.3282
pbsoftware.canada.sales@pb.com

EUROPE/UNITED KINGDOM

+44.800.840.0001
pbsoftware.emea@pb.com

ASIA PACIFIC/AUSTRALIA

+61.2.9437.6255
pbsoftware.australia@pb.com
pbsoftware.singapore@pb.com



Every connection is a new opportunity™



Pitney Bowes Software Inc. is a wholly-owned subsidiary of Pitney Bowes Inc. Pitney Bowes, the Corporate logo, and DOC1 are [registered] trademarks of Pitney Bowes Inc. or a subsidiary. All other trademarks are the property of their respective owners. © 2012 Pitney Bowes Software Inc. All rights reserved.

93168 AMER 1205