



## CASE STUDY



### CUSTOMER PROFILE

- Branch of China Telecom, world's largest wireline telecommunications and broadband services provider, located in Shenzhen, China
- Began search in 2005 for an integrated billing solution to enhance its customer bills and invoices
- Existing bill issuing system required several days to produce a batch of bills, resulting in higher costs and longer hours for workers

### Executive Summary

During 2005, Shenzhen Telecom set out to establish an Integrated Business Support System (IBSS), which provided a computerized support and data source to serve as the foundation for the construction of a billing system. At the end of 2005, Shenzhen Telecom began to search for an integrated billing solution to enhance its customer bills and invoices. The starting goal was simple: to display more detailed information on bills and receipts and to speed up the delivery of bills. The desired end result was for the company to raise customer satisfaction, retain current customers and attract new ones. With the rapid development of mobile services in the region, more consumers were questioning the necessity of a landline. Consequently, fixed network operators were coming under pressure to retain and recruit customers, and there was a greater emphasis on providing improved customer service as a competitive advantage.

### Business Challenge

Shenzhen Telecom was issuing 2 million bills (or receipts) per month to request that users pay telecom charges in a timely manner. However, according to Lai Tanhai, Service and Support Manager, Shenzhen Telecom, the bills would often prompt further call center inquiries by customers. *"Regardless of whether it was a bill or a receipt, the information on it was incomplete and unclear, and many people would call our customer service center as a result. Complaints were numerous, as were requests,"* said Lai. *"Although raising the level of customer service was a gradual process, improving our bills was an urgent necessity."* Furthermore, the current bill issuing system required several days to produce a batch of bills, which meant high costs and long hours for workers processing the bills. The complexity of the system also made segmentation virtually impossible. Subsequently, Shenzhen Telecom could not present individual high-end business customers with bills that would suit their needs. Pitney Bowes Software provided the ideal solution for Shenzhen Telecom's billing challenge.

*"Although raising the level of customer service was a gradual process, improving our bills was an urgent necessity."*

Lai Tanhai  
Service and Support Manager

## Solution

Shenzhen Telecom uses the following CCM modules: Data Flow™ for data preparation, handling and integration; DOC1® for document composition and distribution management; and Vault for customer feedback management.

This customer communication management solution is highly compatible with the company's IBSS system—Data Flow™ has the capacity to handle documents with data in various formats.

The billing process begins when Data Flow™ obtains business data from the company's Oracle® database. This module obtains, combines, separates, filters and validates the data. DOC1® is then used to obtain, assemble and separate data. Next, the data is integrated into a bill, while data from receipts is fed back into the Oracle database for use when required. File copies are automatically generated in the appropriate format. After the bill is complete, the system can output customer bills on various printers and send the data to Vault for storage.

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### TECHNOLOGY USED

- Data Flow™ for data preparation, handling and integration
- DOC1® for document composition and distribution management
- Vault for customer feedback management

### Results and Benefits

#### Significant improvements in bill presentment

Increased customer satisfaction due to enhanced communication between customer service representatives and reduced call resolution time

Improved customer loyalty due to creation of customized bills for targeted cross-selling or sales promotion

Higher customer satisfaction ratings from a survey that took place within a month of the project going live

Indirect savings in operating costs, as customer service reps see a significant drop in calls

*“Now our bills are produced not in 80 hours, but in just 24 hours, and the consumer items are more detailed. As a result, there has been a huge drop in customer complaints.”*

Lai Tanhai  
Service and Support Manager

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