

Voo Nethys

Automation of critical information system
to improve performance for 200 new
mobile customers per day



VOO is the trademark for the telecom activities (TV, Internet, fixed and mobile telephony) of the Nethys group, a major player in the energy and telecommunications in Belgium, especially for cable services throughout Wallonia and part of Brussels.

VOO has nearly one million customers, and is adding more new customers to the mobile offers it launched in 2013. Along with the renewal of new interactive TV services, hundreds of customer account activations are managed daily.

About the Bonita implementation

With the strategic decision to offer mobile to its customers, the need to automate processes, previously performed manually, became evident. VOO chose the Bonita platform to orchestrate, automate and optimize the activation process for its customers' TV and mobile subscriptions.

“ The processes used by the telecom operator Quadruple Play are many and complex, so deploying Bonita across our information system proved to be vital. Today we offer a better experience to our customers, while reducing our operational costs and benefiting from a system architecture that is simpler to adapt. ”

Erik Lamal

Vice President of Information Technology at VOO

To develop its organic growth, it was essential to launch a mobile offering based on complete customer satisfaction, and VOO needed to evolve its complete subscription process, from order taking to the activation of the SIM card. The previous process did not ensure effective monitoring, and it was difficult to quickly detect malfunctions and blocking points in the customer journey, which slowed the procedures.

Objectives

Challenges

VOO was preparing to launch a mobile offering based on complete customer satisfaction, and needed to improve the subscription process. The previous process did not ensure effective monitoring, and it was difficult to quickly detect malfunctions and blocking points in the customer journey.

To meet the expectations of their customers and provide them with a superior experience, regardless of the points of contact (mobile, Internet, shopping), it was necessary to unify solutions that were dispersed into isolated systems.

Outcomes

“Beyond the cost savings we have seen on certain services, the most important aspect for us is to offer the best possible experience to our customers, especially through multiple channels, and so keep their loyalty. Through better monitoring of processes with very specific KPIs, we can be proactive on failures that could affect our customers, which greatly increases their satisfaction.”

Benefits

- Building on Bonitasoft’s highly efficient Professional Services, VOO was able to deploy a process involving many different tasks within a reasonable time: subscriber qualification, automated mail, voicemail management, SIM card activation, recording telephone numbers in the Belgian phone registries, links for billing
- After this first success, several other Bonita deployment projects then emerged. Among them is faulty Internet TV box and modem replacement
- By delivering and receiving equipment with an automated process automation that eliminates the need to send a technician, VOO realized a savings of several tens of thousands of euros per month
- Bonita has helped restore order in the VOO IT systems that now have a much more orderly architecture, and are thus easier to maintain and evolve