

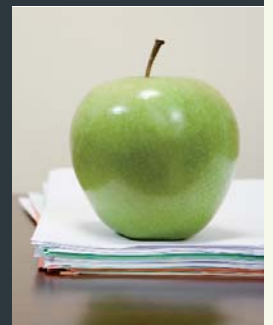
CASE STUDY

MTS-Ukraine

“DOC1 IS RELIABLE, EFFICIENT AND PROVIDES GOOD SERVICE THROUGH ACCOUNT MANAGEMENT SUPPORT.”

ALEXANDER SOBKO, INFORMATION SYSTEMS SPECIALIST, MTS UKRAINE

MTS UKRAINE IS PART OF PARENT COMPANY MOBILE TELESYSTEMS OJSC (MTS) – THE LEADING MOBILE OPERATOR IN RUSSIA AND THE CIS. HEADQUARTERED IN KIEV, MTS UKRAINE IS THE SECOND LARGEST WIRELESS TELECOMMUNICATION PROVIDERS IN THE COUNTRY, WITH A 32.4% MARKET SHARE.



Challenge

As a leading telecoms provider, MTS Ukraine was looking to enhance its customer communications management (CCM) system. It needed one solution that can handle different communications and produce bills fast enough to meet strict legislative deadlines.

Solution

Pitney Bowes Business Insight's document composition solution, DOC1, was adopted to meet all the CCM needs of MTS Ukraine.

The solution has reduced the time spent on design and layout of customer communications, provides intelligent transpromotional messages and plays an important role in customer service delivery.

Summary

The Ukrainian telecoms market has experienced an increase in competition in recent years with the entry of new players. Communication with existing customers is vital to ensure they remain loyal. As competition in the local market is based on service offers, network quality, pricing and brand perception, the bill is an effective communication channel which can be used to deliver all these important competitive messages to the customer.

MTS Ukraine wanted to maximise the use of their bills - an existing communication channel - whilst providing clear, accurate and useful information for the customer.

Alexander Sobko, Information System Specialist at MTS Ukraine explains, “We wanted to replace the standard module of billing system we had that created postscript bills with a more flexible and intelligent solution. In addition, we wished to send our customers different communications such as welcome letters, direct mail, reminders and claims. We set out to look for a new solution that could allow the company to create and manage all these different customer communications.”

During the due diligence and selection stage, MTS Ukraine set strict criteria that had to be met by the solution provider. Sobko comments, “We considered various technologies and chose Pitney Bowes Business Insight because their Customer Communication Management (CCM) solution is reliable, efficient and provides good service through account management support. Having spoken to colleagues from T-Mobile, also users of Pitney Bowes Business Insight's CCM solution, who

recommended it, this positive endorsement from another user in the industry was an added factor in our eventual choice of DOC1.” MTS Ukraine use Pitney Bowes Business Insight's DOC1 solution which includes DOC1 Designer and DOC1 Generate. The DOC1 Designer module allows the user to create, manage and manipulate the design, production and application of the customer bills. The company also uses DOC1 Designer to create and layout all other documentation such as reminders, direct mail and welcome letters. By implementing DOC1 Generate, customer communications are produced ‘on the fly’ from information gathered from MTS Ukraine's customer data and is then merged with DOC1 to create personalised communications. DOC1 Generate is a high performance composition engine that uses DOC1 Designer and data files to transform the various document types into printable files. In short, the DOC1 solution enables MTS Ukraine to retrieve billing data, layout the statement to the company's specifications and produce the print stream to generate an accurate, personalised bill.

Once DOC1 was installed, the company tested out the new software by running a pilot on their dunning letters (payment reminders for contract customers). Following the successful implementation of the pilot, MTS Ukraine was able to roll out DOC1 across all its regular customer correspondence.

“BY IMPLEMENTING DOC1, MTS UKRAINE HAS BEEN ABLE TO ACHIEVE FAST TURNAROUND TIMES FOR BILL PRODUCTION TO SERVICE THE CUSTOMERS EFFECTIVELY AND MEET LEGISLATIVE REQUIREMENTS”

Alexander Sobko, Information Systems Specialist, MTS Ukraine

UNITED STATES

One Global View
Troy, NY 12180-8399

main: 518.285.6000
1.800.327.8627
fax: 518.285.6070

www.pbinsight.com
pbbi.sales@pb.com

EUROPE

Minton Place
Victoria Street
Windsor, Berkshire SL4 1EG
Main: +44 (0)1753 848200
Fax: +44 (0)1753 621140
www.pbinsight.com

ASIA/AUSTRALIA

Level 7, 1 Elizabeth Plaza
North Sydney, NSW 2060
Main: +61 (0)2 9437 6225
Fax: +61 (0)2 9437 1773
www.pbinsight.com

Results

MTS Ukraine has achieved a number of strategic and operational advantages since implementing DOC1. Significant time savings have been made as Sobko and his team can create and change the format of invoices rapidly.

“Prior to DOC1, we needed to order a DCR (design change request) from our billing platform provider to change the layout of invoices. This would usually take months to complete. By using DOC1, it means that we can achieve this in only a few days, including the development and testing time. Moreover, Pitney Bowes Business Insight’s solution means that if we want to undertake a full alteration of our document design, the rebranding can be done in only three weeks,” exclaims Sobko.

The ability to print accurate, personalised bills quickly is also important to ensure compliance with Ukrainian legislation. Telecoms providers are required to produce bills on the first day of each month for the complete services provided the previous month. The bills need to be delivered to customer no later than the 10th of the month. Sobko adds, “The creation of bills needs to take as little time as possible. In order to comply with legislation and meet the deadline of the 10th, one of the most important parameters is when we can start printing. By implementing DOC1, MTS Ukraine has

been able to achieve fast turnaround times for bill production to service the customers effectively and meet legislative requirements.”

As customer data is fed into the document through pre-defined fields to build a personalised bill, once created, the files can then be stored separately on MTS Ukraine’s system. This added benefit allows for any customer queries to be resolved after the bill is issued and consequently, has an important role in providing good customer service.

“A key factor in our selection criteria was to find a solution that was flexible. DOC1 allows us to change the layout of our documents to add marketing messages such as advertising new services or informing customers of new tariffs. Depending on the segment, region or price group, we can also specify which additional leaflets need to be fed into the communication,” comments Sobko. The ability to add transpromotional messages means that MTS Ukraine has transformed its existing customer communications to a valuable marketing tool.



THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

MTS Ukraine wanted a solution that would facilitate fast and effective customer communications management. Using DOC1, Pitney Bowes Business Insight has provided a solution that adds value to MTS Ukraine’s operational and strategic functions, in addition to conforming to regulation.

©2009 Pitney Bowes Software Inc. All rights reserved.
92186-904

Pitney Bowes Business Insight is a division of Pitney Bowes Software Inc.
All other marks and trademarks are the property of their respective holders.

