



CASE STUDY



CUSTOMER PROFILE

- Telefónica is one of the largest telecommunications companies in the world, in terms of market capitalization. Its activity is focused mainly on the fixed and mobile telephone business, with broadband being a key tool in the development of both areas of business. It has a presence in 25 countries and a customer base of over 230 million connections worldwide. Telefónica is firmly established in Spain, Europe and Latin America, which are the main areas for the company's strategic growth.
- Telefónica's subsidiary operator in Ecuador currently has 3 million connections on the market and generates a productivity network in this country that directly and indirectly benefits approximately 70,000 families. The company is at the forefront in terms of launching innovative mobile telephony products and services in Ecuador.

Executive Summary

Movistar Ecuador implemented a solution that allows electronic bills to be issued to its post-paid customers according to the conditions set out by the Internal Revenue Service in Ecuador and to be sent automatically to customers via email. Using this method, customers can monitor their usage quickly, efficiently and whenever they wish.

Movistar Ecuador is at the forefront of electronic billing, implementing the service two years before this format becomes mandatory in Ecuador. Furthermore, the mobile telephone company is reducing costs through this electronic channel by avoiding the use of paper, resulting in increased socio-environmental benefits.

Business Challenge

The electronic billing project is part of a carefully-studied innovation and quality process. This process required the support of the Internal Revenue Service in Ecuador in order to ensure that electronic bills were valid from a legal and tax point of view, and could be signed on a mass scale and sent automatically to customers via email. Internally, the challenge consisted of optimizing and speeding up the billing process, and at the same time improving customer relations.

It was therefore necessary to ensure that bills sent by email always reached customers and did not end up in their spam folder. In addition, the application had to make provisions for the storage and availability of information for a minimum period of six months.

It was essential for Pitney Bowes Software to create an electronic billing structure that fulfilled the requirements of Movistar Ecuador, as well as an appropriate implementation strategy, in order to provide a solution based on the Customer Communications Management model.

“ We have increased our customers' conversion to electronic billing by 10%. ”

Solution

To guarantee the success of its business, Movistar Ecuador used the Customer Communication Management (CCM) solution from Pitney Bowes Software for the Electronic Billing project.

Customer Communications Management provides an improved system for management and communication with customers via the available channels, i.e. email and SMS. CCM facilitates the dynamic handling of messages, following up campaigns by means of predefined reports, as well as electronic data storage and generation and production of a high volume of messages.

The cornerstone of our CCM solution, DOC1® software, centrally manages all types of documents - transactional, on-demand and interactive. Using DOC1®, the telephony company has optimized and sped up the current process, while improving Movistar Ecuador's effective relationships with its customers. For this reason, DOC1® is considered to be a high-performance communication solution by all analysts and one of the most reliable on the market.

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TECHNOLOGY USED

- DOC1®
- Engage One Content Author®
- Engage One Vault®
- Engage One E-Messaging®
- Web Report®

Results and Benefits

Movistar Ecuador is an established company in the Telecommunications sector that constantly aims to be at the forefront of technology so that it can pass on these benefits to its customers, as in the case of the Electronic Billing project.

With this project, Movistar Ecuador is not only seeking to offer a rapid, effective service for its customers, but it also wishes to prove its commitment to the environment, reducing paper consumption. The electronic billing process has reduced the time of reception by eight days, since with this new service, bills are sent two working days after they are issued, whereas with paper bills, there was a delay of up to ten working days.

Movistar Ecuador is an innovator with this electronic service, which is resulting in a shift in attitudes, with a quick service that is much more efficient than the previous one. A recent study confirmed that over 90% of its customers are very satisfied with the Electronic Billing service.

“We are innovators and this is valued by our customers.”

“A customer satisfaction survey was conducted among customers subscribing to electronic billing, which showed that 90% of those interviewed are satisfied with the service.”

Ana Monge
Vice-President of Billing
and Collections, Movistar Ecuador

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Every Connection is a New Opportunity™



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