

SWORD

UPGRADE YOUR BUSINESS

SwordCiboodle



Telkomsel Breaking Down Barriers with Exceptional Customer Service

Indonesia's largest cellular operator with over 72 million subscribers

The Challenge

Over 10 years ago, following market deregulation, Telkomsel embarked on a hugely ambitious customer acquisition program to gain market share. This was complicated by the geographic challenges associated with operating in Indonesia. 220 million people are dispersed across approximately 17,000 islands that span 3 time zones, with Telkomsel themselves having operations scattered throughout this region.

To achieve their primary objective of reducing operational costs while improving customer service, Telkomsel chose Sword Ciboodle to revolutionize their core customer facing processes. Today, Telkomsel maintain their lead position in a highly competitive market via a strategy to differentiate through their customer service.

The Solution

Sword Ciboodle powers Telkomsel's sales and service processes. The solution allows the company to onboard new customers and offer a broad array of mobile products including hybrid models such as prepaid and postpaid. This includes the set up of all account structures and also the maintenance of business rules to manage them. All processes are localized in Indonesian language and are provided to the customer across a range of multiple channels.

Telkomsel's agents now have a single customer view of each customer interaction. Therefore, regardless of channel chosen or geographic location of the Telkomsel operation, first class customer service is always provided. Sword Ciboodle was also chosen for the service provision and customer service processes for the iPhone distribution when Telkomsel recently won the distribution license for Indonesia.

The Results

In the last decade, Sword Ciboodle's solution has scaled seamlessly to support Telkomsel's phenomenal growth from just 500,000 to over 6 million subscribers. During this time Telkomsel has worked closely with Sword Ciboodle to leverage existing technologies and add new ones. Sword Ciboodle has helped Telkomsel enhance and extend their customer service function through the innovative use of new channels, whilst enabling them to reduce the overall cost to serve customers.

Benefits

Can bring products and services to market within 5 days

Reduced overall cost to serve

Enhanced and extended customer service function

Consolidated over 10 applications

Solution Highlights

Users: 10,000

Channels: contact center, email, branch, SMS, web and IVR

Processes include: over 400; Service provisioning requests, order & complaint management, package & product catalog, customer acquisition, account creation, GSM activation & deactivation

Integration: Oracle BEA Acqualogic, Siemens Intelligent Network and Convergys billing engine

“The mobile industry in Indonesia has grown rapidly and Telkomsel experienced a 60% leap in subscriber numbers in a year. Our competition are now looking to Sword Ciboodle to follow our lead.”

Hendri Mulia Sjam, Customer Service Director, Telkomsel

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www.sword-group.com

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