



CASE STUDY



CUSTOMER PROFILE

- Offers services in areas of local telephone, long distance, telephone data and internet
- Implemented the EngageOne Communication Suite to improve customer experience and efficiencies
- Using their existing system, billing changes took a long time to implement
- Sought a flexible and dynamic solution to improve existing bill generation processes and customer experience

Executive Summary

Founded in Mexico in 1996, Maxcom Telecomunicaciones offers services in the areas of local telephone, long distance telephone, data, and Internet service, thanks to an independent wired telephone network. The company has made strong investments in infrastructure, the most technologically advanced equipment, and personalized customer service. It currently provides more than 280,000 service lines and makes customer service available 24/7. It's the only telecommunications company in Mexico to hold the ISO 9001-2000 in all its operational processes.

In an effort to improve customer service and remain competitive, Maxcom Telecomunicaciones decided to update the billing process for its residential sector. Specifically, Maxcom Telecomunicaciones was looking for a more dynamic and flexible way to create its customer bills. They wanted the ability to customize documents and incorporate targeted advertising for each customer segment. The development, implementation, and delivery of the new residential bill needed to take place within 12 weeks.

Business Challenge

With the company's existing system, billing changes were made by integrating a flat code developed by the print provider and an internally designed formatter (MaxBif). The change process was complex and expensive. And, restricted system performance made it impossible to work with more than one format at a time. Using the existing system, the company was unable to integrate changes within billing cycle timelines. This impacted its ability to remain competitive.

“The support by Pitney Bowes Software during the development of the project was very beneficial, allowing us to incorporate practical and easily applicable suggestions to our design, even without starting operations jointly.”

Gerardo Martinez
IT Director

Solution

To meet its billing requirements, Maxcom Telecomunicaciones implemented the following EngageOne Communication Suite modules: Designer, Generate, and Vault. The scalable, flexible nature of this solution offers Maxcomm the opportunity to add on applications in alignment with its business requirements. Today, the EngageOne Suite is instrumental in consolidating, cleaning up and enriching corporate data. It is also used to generate customized business documents for delivery through various channels, customer care, and efficient business processing.

The company now generates visually compelling customer bills in a production cycle reduced by 70 percent. In addition, there is now electronic management of information and billing lookup via the Web, and integration with the CRM system.

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TECHNOLOGY USED

- EngageOne Communication Suite including Vault, Generate, and Designer

Results and Benefits

With the EngageOne Suite, Maxcomm has realized a wide range of benefits including:

- Enhanced billing process with unique messaging per customer segment
- Reorganized content for better readability
- The addition of advertising content based on geographic area
- New, eye-catching corporate design
- 50 percent savings in paper by switching from full to half-letter format
- Billing with two or more formats, simultaneously, depending on customer type
- Improved performance by shortening production times
- Client segmentation
- Electronic management of information and billing lookup via the Web
- Integration with CRM (Siebel) for billing lookup by customer care center executives
- Faster implementation time for changes

Maxcom Telecomunicaciones wanted the ability to customize documents and include advertising images as needed by customer market segment.

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