



Vodafone Egypt

Vodafone Egypt Achieves Dramatic ROI Using BMC Remedy Service Management Solutions

Geography

Egypt

Industry

Telecommunications

Business Need

Vodafone Egypt set out to change the way in which it logged and tracked issues relating to lost or faulty mobile phones.

Solution

The company uses BMC Remedy solutions to automate its service management processes in order to eliminate paperwork, enhance services, and speed incident resolution — all with a measurable ROI.

Results

- > Improvement of customer service levels from 30 hours to just two minutes
- > Annual return on investment of approximately (US) \$808,000
- > Elimination of paperwork, increased rate of follow up, and fully automated change management process

Vodafone Egypt set out to change the way in which it logged and tracked issues relating to lost or faulty mobile phones, and in doing so, improved its processes across the organization. Using BMC Remedy solutions, the company has enhanced its services, sped incident resolution, eliminated paperwork, and realized significant ROI.

In 1998, the telecommunications giant Vodafone Group made a major investment in the rapidly expanding Egyptian telecommunications market, establishing Vodafone Egypt through a Joint Venture Agreement of international and Egyptian investors. Since then, Vodafone Egypt has invested heavily in its existing network, growing its customer base to more than three million subscribers.

The Vodafone Egypt network covers 98 percent of the populated areas. As a result, customers enjoy a very high quality of service and also benefit from roaming agreements with more than 282 operators in 115 countries on six continents. Innovation has always been a key aspect of Vodafone's global approach.

In March 2003, Vodafone Egypt was the first major telecom operator in Egypt to launch a General Packet Radio Service (GPRS) network, the technology backbone that allows information to be sent and received across a mobile telephone network, and which enabled the worldwide launch of "Vodafone live!" This was quickly followed by "Mobile Office from Vodafone" and related services, such as "Vodafone Mobile Connect," which utilises GPRS to re-engineer mobile business communications.

In line with the high standards it demands of itself, Vodafone Egypt operates BMC® Remedy® Help Desk (a previous version of BMC® Remedy® Service Desk) and BMC® Remedy® Change Management. In addition, the company has extended its BMC Remedy implementation by building a custom customer query and complaint application on BMC® Remedy® Action Request System® (AR System®), the underlying platform for BMC Remedy Service Management applications. Vodafone Egypt purchased the BMC Remedy applications from CyberMAK Information Systems, a Remedy System Integrator partner.

THE NEED FOR A COMPREHENSIVE TRACKING SYSTEM

Within Vodafone Egypt, technology is a major driving force for resolving a number of key challenges, such as when the company set out to change radically the way in which it logged and tracked issues relating to lost or faulty mobile phones. This was a slow and onerous task that had been handled manually from within Vodafone's individual retail outlets, which meant customers' phones were often out of action for long periods, during which time they were unable to make or receive calls.

"The BMC Remedy solution has enabled us to introduce new processes to overcome this problem, helping us to enhance our services and generate more revenue," comments Abdelfattah Mabrouk, customer relationship management systems manager, Vodafone Egypt.

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Mohamed Abdelaleem
Senior Business Analyst
Customer Relationship Management Systems,
Vodafone Egypt

Key Products Used

- > BMC® Remedy® Help Desk (a previous version of BMC® Remedy® Service Desk)
- > BMC® Remedy® Change Management
- > BMC® Remedy® Action Request System®

Vodafone Egypt had also been experiencing issues with malfunctions to prepaid phone cards, which again was impacting both customers and the company's revenue streams.

IN-STORE SERVICE LEVELS AND ROI DRAMATICALLY IMPROVED

In order to overcome the major bottlenecks relating to the way in which lost and damaged phones were logged and tracked, the company took immediate steps to automate the process. As a committed user of BMC Remedy Service Management technology from the outset, Vodafone found it already had the solution.

“When we started to investigate what was happening, it proved very easy to establish a means for our in-store sales representatives to be able to log trouble tickets,” says Abdelfattah Mabrouk. “We were able to do this by using Customer Query and Complaint, our in-house developed application based on BMC Remedy AR System. From there, we built an interface between the point-of-sales system and BMC Remedy AR System, and between BMC Remedy AR System and our billing system. The result was the overall improvement in service levels to our in-store customers from the previous 30 hours to just two minutes.

“Until then, there was no way to log trouble tickets in our stores and link them to a central system. We'd tried many other applications, but they had all failed. This was a turning point for us, in terms of the outstanding benefits of the BMC Remedy technology. “We have gained this very aggressive payback, in terms of the outbound and inbound calls that customers are now able to make, and the additional revenue that it is generating,” adds Abdelfattah Mabrouk. “At the same time, we have been able to eliminate many of the unnecessary calls going through to the call centre and, most importantly, raised customer satisfaction levels.”

An equally daunting challenge for Vodafone involved resolving the malfunctions customers were experiencing with its prepaid phone cards. “At first, no one in the organisation was able to identify why there were problems with the recharge cards. However, using our in-house application built on BMC Remedy AR System, we were able to come up with a solution to log and track what was happening. Also, corrective action was taken regarding the recharge cards themselves. This way, we were quickly able to increase customer satisfaction and reduce the number of calls,” says Abdelfattah Mabrouk.

AUTOMATING CHANGE MANAGEMENT

BMC Remedy Change Management is playing an equally important part across the company's IT operations. “Originally, Vodafone Egypt operated a manual change management system developed in-house, but as the volume of change requests accelerated, the company needed a mature solution to handle these requests,” explains Abdelfattah Mabrouk. “This was the driving force behind the introduction of BMC Remedy Change Management. This solution eliminated the paperwork, increased follow-up, and automated the change management process.”

THE MOST UTILISED APPLICATION IN THE COMPANY

“What is most impressive about BMC Remedy Help Desk and the other BMC Remedy applications is that the solutions are so easy to implement out-of-the-box,” says Abdelfattah Mabrouk “We customised the applications by less than ten percent.”

He points to the solutions' adaptability and scalability as a key factor in Vodafone Egypt's continuing IT growth and expansion. Overall usage of BMC Remedy applications on a daily basis has gone from fewer than 30 users, at the outset, to close to 500. The number of trouble tickets has risen from around 150 to almost 4,000.

The BMC Remedy applications' performance, as well as their contribution to the business, comes as no surprise to Mohamed Abdelaleem, senior business analyst, customer relationship management systems, Vodafone Egypt. “From the time I first came to Vodafone Egypt, I told colleagues that BMC Remedy solutions could perform unbelievable tasks,” he says. “Then, with the launch of our customer query and complaint system, which is custom-built on BMC Remedy AR System, my IT directors asked why such an amazing tool like this had not been used before. Now, the BMC Remedy applications are by far the most utilised applications within the company.”

FUTURE PLANS

Vodafone Egypt is in the early stages of implementing BMC® Remedy® Asset Management and is planning to implement BMC® Remedy® Service Level Agreements (a previous version of BMC® Service Level Management) in the near future. There are also moves to expand the usage of BMC Remedy Change Management. "This will enable us to complete the change management cycle and also give the help desk a totally new dimension," explains Abdelfattah Mabrouk." And by using the standard service level module, we will be spreading the wings of the BMC Remedy applications within the organisation. Also, we are looking to use BMC Remedy solutions for Web problem tracking, so that our customers will be able to enjoy the full benefits of the BMC Remedy solution."

About Vodafone Egypt

Vodafone Egypt has invested more than LE 3 billion (US \$485 million) in the construction of its existing network and was the first major telecom operator in Egypt to launch a GPRS network. The company, with 2,000 employees, has grown rapidly to its current customer base of more than 3 million subscribers.

About CyberMAK Information Systems

CyberMAK was established in 1998 and has offices in Kuwait, UAE, and Bahrain. The company's operations focus on Systems Integrations and are broken down into three business units: Software Development, Infrastructure Management, and Geographic Information Systems.

The Infrastructure Management Unit is the agent for the BMC Remedy product line throughout the Middle East and Africa, and also represents BMC Software in Kuwait. CyberMAK has implemented BMC Remedy solutions for clients in Qatar, Egypt, Bahrain, UAE, Kuwait, and Jordan.

About BMC Software

BMC Software delivers the solutions IT needs to increase business value through better management of technology and IT processes. Our industry-leading Business Service Management solutions help you reduce cost, lower risk of business disruption, and benefit from an IT infrastructure built to support business growth and flexibility. Only BMC provides best practice IT processes, automated technology management, and award-winning BMC® Atrium™ technologies that offer a shared view into how IT services support business priorities. Known for enterprise solutions that span mainframe, distributed systems, and end-user devices, BMC also delivers solutions that address the unique challenges of the mid-sized business. Founded in 1980, BMC has offices worldwide and fiscal 2006 revenues of more than \$1.49 billion. Activate your business with the power of IT. www.bmc.com.



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