

Success Story



Orange UK Empowers Customers with
Comverse Self-Service

Mobile, Broadband and Multi-Play Services for Millions of Subscribers

As the exclusive mobile, broadband and multi-play brand of the France Telecom group, Orange is one of the world's foremost telecommunications companies. Originally established in the UK, it achieved unprecedented success due to its innovative customer-oriented approach. Today, Orange has over 17 million customers (15 million mobile and 2 million data) in the UK.

The Challenge: Complete Self-Service with Minimal Development Costs

To avoid the pitfalls of custom-built systems, Orange sought to implement a commercial off-the-shelf (COTS) solution that offers "best practice" self-service capabilities. The implementation strategy was designed to reduce customization development and deployment costs while accelerating speed-to-market for new features. As such, business processes were to be aligned to the new self-service solution, rather than the other way around.

Orange required a Web-based self-service system that would empower customers with the choice of performing many service activities themselves. This includes performing e-sales, e-billing/usage reporting and account management transactions in real time.

A main strategic goal in offering self-service was to respond to customer demand for a Web-based solution that gave users both channel choice and control. By mixing usability with functionality, Orange achieved a high adoption level that led to a reduction in the quantity of 'low value' calls received by contact centers.

Integration to Orange's back-end infrastructure was another important consideration, as the solution needed to interface with over 20 back-end systems.

At a Glance

The Need:

To implement a single self-service platform capable of supporting all users

The Challenge:

To select a commercial off-the-shelf self-service solution that meets functional requirements while reducing costs

The Solution:

Comverse Self-Service to support consumers and retail stores

Why Selected:

Expertise in self-service solutions for telecommunications providers, together with a product-based approach

The Results:

High adoption rates, significant reduction in operational costs, less paper waste

The Need: Single Self-Service Platform for All Users

Self-service has become a "must have" requirement for mobile subscribers who demand the control, convenience and 24/7 access that they are accustomed to from social networks and online shopping sites. Orange had originally developed homegrown self-service solutions, but soon realized these lacked the functionality and flexibility to adapt to the dynamic pace and customer-centric nature of today's mobile communications market. In addition, the cost of maintaining the separate custom-built systems for consumers and retail (POS) stores was very high, and rolling out new functionality took longer than desired.

Orange UK's business strategy was to implement a single self-service platform with the capabilities needed to support many mobile user segments including prepaid and postpaid consumers, SMEs, business customers, and to align with its multi-channel strategy.

"Comverse's solid, mature product with strong integration capabilities enabled us to provide customer choice and achieve cost reduction – our strategy is 'drive usage, then savings', and we did just that," commented Rob Harrison, Head of Online Self-Service, Orange U.K.

The Solution: Comverse Self-Service

After a successful proof-of-concept integrating with one of its legacy systems, Orange chose to deploy Comverse Self-Service. This market-proven solution was uniquely capable of meeting Orange's strategy for a COTS self-service solution for prepaid and postpaid consumers and retail stores. Orange understood that easy-to-use self-service capabilities across multiple channels encourage frequent and positive interactions, enhancing the customer experience and dramatically reducing operational costs.

Why Selected: Proven Expertise in Self-Service

In light of the project's strategic significance, Orange had to be certain its chosen vendor had the in-depth knowledge and expertise in both telecommunications and self-service required to ensure a successful implementation.

Comverse is a market leader in self-service solutions, supporting an estimated 175 million consumer and business subscribers worldwide. Orange was able to leverage Comverse's experience from working with numerous customers around the globe in order to maximize ROI from its own deployment.

Comverse Self-Service is a solid, mature product with a flexible architecture and strong integration capabilities. It uniquely fit Orange's strategic vision for a single self-service platform based on a COTS product that would reduce total cost of ownership. Moreover, since Comverse

is responsible for compatibility with changing Web architectures and standards, Orange enjoys a future-proof solution.

The Results: Outstanding Adoption and Significant Cost Savings

By using Comverse Self-Service, Orange UK was able to meet and exceed its lofty business goals and succeeded in achieving the following:

- High self-service adoption rate:
 - › Adoption increased by ~ 112% in 2004/2005, ~ 75% in 2005/6, and ~ 50% in 2006/7
 - › 37% of postpaid subscribers have signed up – adding 2-3 thousand new users per day
- Reduction in calls to call center:
 - › Deflected 70 thousand calls per week
 - › Number of call deflections grew by more than 90% in 2007 compared with 2006
- Reduction in billing and mail costs:
 - › Adding the flexible capabilities of Comverse e-billing to Orange's existing PDF bill download allowed Orange to offer a complete online billing solution. Providing more feature-rich e-billing is expected to result in five million fewer paper bills being distributed in the first year since launch as customers turn off paper billing, providing savings on printing and postage costs as well as creating a greener image for Orange.

About Comverse

Comverse is the world's leading provider of software and systems enabling value-added services for voice, messaging, mobile Internet and mobile advertising; converged billing and active customer management; and IP communications. Comverse's extensive customer base spans more than 130 countries and covers over 500 communication service providers serving more than two billion subscribers. The company's innovative product portfolio enables communication service providers to unleash the value of the network for their customers by making their networks smarter.

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For more information on our products and services, visit our website at: www.comverse.com or contact us at: information@comverse.com

100 Quannapowitt Parkway
Wakefield, MA 01880 USA
Tel: +1.781.246 9000
Fax: +1.781.224.8143

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- Increased customer interaction as one-third of all Web self-service users claim to use system once a week
- More efficient sales process automation enabled Orange to reduce manual order processing costs by more than 50%

