



SFR improves customer service, gains “green” savings with ECM solution

SFR links OpenText RightFax Enterprise Server and customised workflow for reliable, automated electronic delivery of subscription requests

Industry

Mobile Telecommunications

Customer



OpenText Partner



Business Challenges

- Order management, more than 2,000 faxed pages per day
- Delays from masses of paper and manual faxing
- Unreliable fax machines, standalone fax servers

Business Solution

- OpenText RightFax Enterprise Server
- OpenText RightFax PDF Module
- OpenText RightFax Web Access Module
- Workflow by Inge-Com

Business Benefits

- Fail-proof electronic document delivery
- Customised workflow for automated processing
- Substantial reduction in paper and toner costs
- Dematerialised archive

SFR, originally Société française de radiotéléphonie, is a global mobile company, the second largest telecom operator in France, and the largest alternative operator in Europe. With close to 9,500 employees, it serves more than 20 million mobile customers and provides high-speed Internet access to 4.6 million households.

Challenge

SFR is a retail leader in France for its local reach and innovation. In addition to “espace SFR” stores and direct sales, SFR is a long-term partner of major retailers with a network of 2,000 points of sale.

The SFR Client Service department maintains two call centres in France for handling distributor sales. Fax is the preferred communication for official documents regarding subscription. It is also the most common and trusted method for exchanging data among SFR distributors of all sizes.

The call centres receive more than 2,000 faxed pages every day. Previously, they managed faxes via standalone servers, printers, and machines. “Unfortunately, the old system was unreliable,” says Dominique PREVOT, project manager for SFR. Printed pages had to be routed manually and “the servers did not communicate with each other,” he says. “When a fax server failed—which happened up to a few times each month—we might go up to two days of interruption on its fax number. How could our distributors in that area communicate with us? It wasn’t possible.” Lapses with such a high fax volume quickly multiplied to create an overall fax process that was slow, inefficient, and prone to lost faxes, many of which would never be processed.

Solution

SFR turned to Inge-Com, an OpenText platinum partner in France, to replace paper-based, unreliable processes with automated, fail-proof electronic document delivery. Inge-Com assisted with the elimination of fax machines and replaced SagemCom fax servers with two OpenText RightFax solutions with six channels each as well as modules for viewing PDFs and sharing the same SQL database. “OpenText RightFax Enterprise Server and the support of Inge-Com allowed us to create a fully redundant, customised solution,” PREVOT says.





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Dominique PREVOT,
SFR project manager, DDC?TCAV

SFR and Inge-Com built an automated system for everyday client service functions on a foundation of reliable faxing. The process starts with consistent forms delivered to all SFR distributors for new subscriptions, cancellations, and modifications. Distributors fill out and fax in forms as needed.

The OpenText RightFax solutions are located at SFR client service data centres in Lyon and Clichy, near Paris. However, unlike the previous fax system, the OpenText RightFax solutions communicate with each other to create a secure architecture and distribute workload. “We have two separate servers in two different locations sharing the same data in real-time,” PREVOT says. Furthermore, RightFax Enterprise Server routes inbound documents via Direct Inward Dial (DID) and maximises system performance with load-balancing capabilities to direct faxes to the server with the most available lines.

Once forms are received, an Optical Character Recognition (OCR) application customised by Inge-Com reads the information, splits documents by type, and directs individual files with metadata into targeted RightFax Enterprise Server mailboxes. Client Service professionals view the files at their desktops using the OpenText RightFax Web Access Module. PREVOT describes the web-based solution as flexible, easy to use, and timely. “The interface displays and refreshes requested information quickly,” he says.

Through the tailored interface, employees select one of three buttons to take action.

Process: Customised SQL scripts automatically forward or route faxes designated for processing.

Refuse: When a fax is refused, RightFax Enterprise Server automatically opens a new window for users to resend the fax along with a cover sheet. Once transmitted, received and delivered faxes are automatically moved to a “Refused” mailbox.

Archive: Other faxes are easily archived for future reference.

SFR’s new fax system adds transparency for efficient processing. David Cohen, Inge-Com owner, explains, “The solution produces a number of real-time statistics that allow supervisors to view fax activity, efficiency of logged users, and the average processing time for each fax.” Documents in the queue longer than pre-set limits display a blinking signal for urgent attention.

Results

SFR updated its system with a solution powered by RightFax Enterprise Server and Inge-Com customisation that supports the mobile operator’s objectives for exceptional customer service. PREVOT notes, “The main effect of our new fax solution is more answers to customers in the timeframe expected and more clients satisfied.”

Reliability

Distributors and customers need only one fax number to reach SFR and they know faxes will be delivered the first time. “Using a fully redundant architecture is a great benefit to SFR,” PREVOT says. “We avoid situations in which our customers have to fax the same fax repeatedly. Even in the case of a site interruption, we have data and images backed up on the other location, so we have full access to any faxes in less than 10 minutes.”



Productivity

SFR avoids cost- and time-consuming manual manipulation of requests with the automated fax solution. "It allows our users to have the right fax in the right repository without any further manipulation," PREVOT notes. Furthermore, RightFax Enterprise Server, the accompanying workflow solution, and status reports empower SFR to meet a service-level commitment for fast turnaround. "Inge-Com created a solution that fits our need for statistics," PREVOT says. "It provides valuable information about our productivity and our commitment to answer certain faxed requests within four hours."



"Green" savings

"The use of a full electronic and automated solution was a giant leap in the green orientation of our company," PREVOT notes. "We eliminated most paper and toner while leveraging our installed computers and maintaining high quality of faxes." Along with the positive environmental benefits, SFR is realising substantial cost- and time-savings. "The purpose of installing a digital fax solution was also economic," PREVOT explains. "No more printers means no more costs for needed supplies and no more time-consuming activities such as dislodging paper jams or walking around to get stacks of faxes. The OpenText RightFax solutions allow our supervisors to focus on their primary tasks." PREVOT estimates a full return on investment within one year.



Inge-Com, a solutions provider in Clichy, France, specialises in the design and implementation of ECM solutions. For more than 20 years, Inge-Com has helped customers improve business communications and document management. Inge-Com is also the exclusive importer of OpenText Fax Server solutions in France since 1992, with more than 1,200 customers in all industries. www.inge-com.fr

www.opentext.com

sales@opentext.com

800 499 6544

