

CASE STUDY

Telstra Sales Transaction Solution (STS)

Challenge

Telstra's Consumer and Commercial business unit (C&C) needed to provide their Sales Consultants with greater support in identifying sales opportunities and administering client purchases. The solution needed to support a change in the company's culture from a service to a sales culture, focused on meeting customers' needs and selling, rather than just reacting to their requests.

Solution

Telstra appointed Expert as its Architecture and Application Development partner for the STS Project.

Together Expert and Telstra developed a single user interface in Microsoft Internet Explorer that interfaces to 14 Host applications, along with the intermediate business logic layer and a set of software infrastructure components to manage the aggregation of data from disparate systems.

Further, Telstra utilises its IVR and CTI call centre access solutions to capture customer identification and enquiry type.

The challenge Telstra gave Expert was to develop a solution that brought legacy systems together through a Single User Interface, underpin existing and new business initiatives, and provide a functionally-rich application which would be easy to use, maintain, and deploy. A key imperative of the project was to deliver a sales tool which would draw upon solution sets to assist Sales Consultants increase sales, and improve customer satisfaction.

Functionality

The solution seamlessly interfaces with Telstra's core systems and supports a range of features and initiatives, including:

- A 'whole of customer' view through a single interface;
- Support for Needs Discovery and Personalised Solutions for connection of new services;
- Service order provisioning - Moving, connecting and disconnecting services and modification of the products on services;
- Ability to handle billing enquiries and modifications, and put all services into a 'single bill' for a number of services;
- Support for integrated find (across fixed and mobile services);
- Co-existence with existing applications (allowing users to help customers with both fixed and mobile phones) and the ability to package services to offer customer a complete 'package' of services.

Business Benefits of the STS System

STS delivers a number of key benefits including:

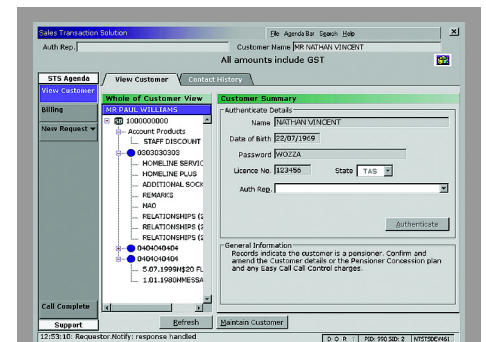
- Improved service order quality and customer service;
- Simple and easy to use through built-in intelligence of business processes.

Sales Consultants are able to bring up a 'single view' (complete picture) of a customer and follow a needs based sales process that is easy for the consultant to follow. This means they don't have to be on top of every detail about every product and service. STS provides all this information at the click of the mouse - the features, pricing, benefits, availability and compatibility of the product or service. This allows them to focus on the task at hand (to match products and services to meet customer needs) and not worry about the usage of the system.

The system provides simple navigation, fewer screens and automated processing components.

- Reduces average call handling time by approximately 13 seconds.

Sales Consultants are better informed and able to



To streamline contact between staff and customers, Telstra and Expert created a solution which provides a single interface to 14 host applications, accessed through Microsoft Internet Explorer.

personalise their communications, as STS displays information about the caller and their enquiry type.

Work-arounds (time it used to take to resolve a customer query) are minimised, and rework is reduced because STS enables the consultant to get it right the first time.

- Improved sales revenue

Sales Consultants now have more time to develop rapport with customer, therefore increasing the chance to sell services and/or products. They can also easily identify sales opportunities, and reduce rework.

Through building business rules into the system, training time which previously took 4 weeks has been significantly reduced to 1.5 days.

Technology

STS is a high volume browser-based intranet application accessed via Internet Explorer, using XML and the Windows DNA architecture. This 'thin client' approach has cut years off the rollout of system upgrades and changes, while avoiding any changes to core systems.

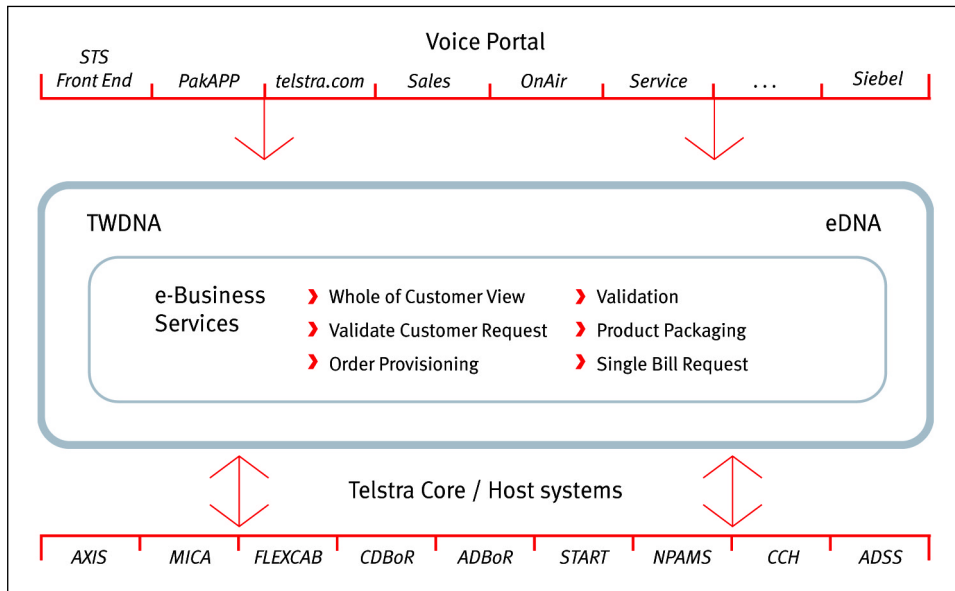
STS also uses a comprehensive, integrated set of reusable business objects for building and deploying applications, named Telstra Windows Distributed InterNet Applications Architecture (TWDNA). TWDNA and eDNA (Expert's library of infrastructure components) provide a fast and easy route for Web application development, and is now used in other Telstra projects where the STS business logic can be reused and access to Host applications is required.

"Our sales consultants are rapt in their STS system. From their perspective, it's quicker, it's simpler and it gives them more time to listen to the customer and think about options for them rather than grapple with systems."

What more could we ask for? Well, there is more, in those sites that have gone over they are achieving 99% clean ticket of work. A great outcome for all involved."

Judy Slatyer, Chief of Consumer Sales

Real Time Integration -



The Technology

The technology used in the STS solution includes:

- Internet Explorer 5.0
- DHTML/Asp
- XML/XSL
- Active X Controls
- Visual Studio 6.0
- SQL Server 7.0
- SNA 4.0

The use of Telstra's IVR and CTI call centre access solutions that interface to STS greatly streamlines the flow of phone calls and the movement between screens. Customer identification and enquiry type are captured and sent to STS, which then determines the appropriate screen to display to the Sales Consultant.

Technology Benefits

- Reduced system costs, development time and improved speed to market.

In using a Rapid Application Development (RAD) methodology, development time has been reduced, which has also improved the speed to market.

- Seamless interface to core systems

In combining information from multiple core systems into a single interface, STS co-exists with existing applications, and is scalable to enable future systems also integrate with STS.

- Built-in intelligence of business rules

The system has product dependencies and rules built into the system to enable the consultant to respond to customer needs easily. There is also online validation, which reduces the cost of rework for complex services.

Conclusion

The Sales Transaction Solution project has delivered a solution that takes a customer-centric approach through integrating processes, human performance factors, systems and supporting infrastructure.

"I'm enjoying my conversations with customers again because there is more time to actually be a human being, to have a chat and establish some camaraderie. STS works quietly behind the scenes, double checking for you, giving you a list of solutions to offer the customer, providing all the details about product & services, reminding you of something you may have forgotten, telling you whether one product is compatible with another, and verifying whether the customer's exchange can provide a particular product or service."

Jan McIver, Atlas call centre team, Ballarat, Telstra Retail.

For Further Information

If you would like to find out more about Expert and our capabilities, please contact us on:
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STS Wins Award for Innovation

In the 'Inaugural MIS Innovations Awards 2001' Telstra was awarded 'Winner' in the category of 'Customer Relationship Management' for STS.

In an article covering the awards, MIS magazine stated that STS:

- 'Won praises from judges for allowing the operator access in real time to the most current data... something many CRM implementations promise, but fail to deliver'.

- 'The C&C customer consultants feedback has been extremely good. They love it. They're saying it's the best system they've ever had and they can focus on the customer as opposed to the system'.

- 'STS fulfils many of the ambitions of CRM projects with call centre operators able to focus more on the customer than the application'.

- 'One major benefit is that many rules and business logic governing Telstra's products and services are now contained in the underlying system'.

- 'Delivers a range of capabilities to the C&C operators they have never had access to before'.

- 'The choice of architecture significantly reduced the system's rollout time'.

- 'STS has brought improved quality and productivity...with the accuracy of information passed to field staff increasing by 5% in the past three months, and revenue generated on the increase as consultants can now easily identify sales opportunities'.

