Telecommunication

max.mobil

Headline

To optimise the entire online registration, max.mobil created a streamlined workflow process with the goal of "30 minutes and you're on the air."

Austrian GSM provider max.mobil feels very strongly about customer service. Meaning that each new applicant for a subscription at max.mobil is "on the air" within thirty minutes. This extremely fast response is made possible by the TOPCALL system, which optimises the communication lines with unique application integration.

Challenge

Those who have ever bought a mobile phone are familiar with the problem. The new equipment or SIM card has to be registered in writing, after which it may take several days before the new connection is actually operational. max.mobil, however, want to be able to realise this connection for their new subscribers within half an hour. This means that the application has to be processed, the creditworthiness to be checked and approved, and, if everything is in order, the connection to be activated – all within thirty minutes.

max.mobil works with approximately five hundred dealers, where subscribers can request a SIM card. These applications are then faxed to max.mobil, who evaluates them. The GSM provider, among other things, checks the applicants' address information, account number, creditworthiness, and, if necessary, makes sure that a credit card authorisation is provided for the new customer.

To optimise the entire process and create greater efficiency, max.mobil decided to computerise the entire registration process with the goal of "30 minutes and you're on the air."

Solution

The first point of processing was fax, which led them to their initial contact with TOPCALL. The key was to transparently present all incoming registration forms (usually fax) in the most efficient way to the handling agent. Working together with TOPCALL, max.mobil devised a split image, presenting the original fax and on one side of the computer screen and the max.well software on the other. The system allows for quick and easy data entry from the first point of entry. As all messages are placed into a queue, handling agents need only to get the next available job and begin the workflow process.

TOPCALL

www.topcall.com

Telecommunication

max.mobil

Headline

max.mobil was enabled to optimise customer service with this computerised processing system, in which the TOPCALL Server plays a key role in the reception and distribution of fax messages.

Result

The solution installed by TOPCALL ensures that all faxed applications are routed to the right department. The GSM provider has computerised all of the processing and realised an interface with the administrative system, so that billing is also done automatically. This enables max.mobil to activate a new subscriber's connection within three to four minutes. Moreover, the number of errors is reduced to a minimum due to extensive computerisation and the well-organised workflow. Another advantage is the fact that management data concerning applications is always up to date. Furthermore, dealers with a PC will shortly be given access to max.mobil's computer network, so that customer data can be entered directly into the system.

max.mobil was enabled to optimise customer service with this computerised processing system, in which the TOPCALL Server plays a key role in the reception and distribution of fax messages. The plan is to integrate the existing Lotus Notes infrastructure completely with the TOPCALL system to automate the out-going fax communication as well. max.mobil has succeeded in re-engineering the communication processes and has gained a competitive edge.