

# Tier-1 Operator NL

CLIENT SINCE 2015

One of the **largest mobile and cable service providers** in the Netherlands.

Originally a mobile service provider that was the first to offer prepaid calling without a subscription and mobile internet service, the company formed a joint venture with a cable /TV operator to expand their business.

The company now combines offerings in mobile, cable access, and TV services and serves its customers in its own stores as well as partner outlets, through call centers, online presence, and a smart phone app.

BlueMarble Commerce is supporting all these channels on top of the sales platform.

## SERVICES

**Mobile**  
**Cable**  
**TV services**

## CHANNELS

**Retail**  
**Call center**  
**Online**  
**App**

## CUSTOMER BASE

**5.2 Mn** Mobile  
**3 Mn** Cable and TV  
service customers

## Challenge

- Consistency of sales workflows across different channels
- Time to market for new services due to legacy infrastructure
- Reduce lost revenue opportunities and increase sales conversion rates

The challenge was to create a consistent customer experience across all touchpoints. Besides of the consistent sales process, the fast creation of new products, services and promotions was a challenge, because the back-end systems were not flexible enough and launch of new products regularly took several months. Parallel to the implementation of the omni-channels sales solution, the operator did an upgrade to their BSS / Billing System. The BlueMarble Commerce sales front-end enabled them to completely shield the BSS transformation.

## Solution

- Omni-channel solution
- Consolidated UI and workflows across all channels
- Federated commercial product catalog with integration into business back-end
- Extension towards multi-play

The direct and deep integration with the order and logistics back-end systems allowed BlueMarble Commerce to provide a very flexible customer experience across all touchpoints. The consolidated, consistent and optimized user interface design for the sales engine, significantly reduced training times and increased operational efficiency. With the federated commercial product catalog new products can be launched very quickly, including new bundles, promotions and discounts.

## Benefits

- Solution deployed in **6 months** in all **250 stores**
- Reduced handling time in stores by **40%**
- Reduced training time **from 4 days to 4 hours**
- New mobile product proposition in **less than 4 hours**

These benefits have been achieved with the launch of the BlueMarble Commerce solution for a unified sales platform.