

Tier-1 Operator DE

CLIENT SINCE 2016

The client is one of the **largest European multi-play service providers**, offering Mobile, Fixed access and Cable access, and TV services. It is currently serving roughly 50 million customers in their different lines of business, the majority in their Mobile business.

The business portfolio has been created by the acquisitions of Fixed line service provider and Cable operator.

SERVICES

Mobile
Cable
TV services

CHANNELS

Retail
Call center

CUSTOMER BASE

50 Mn

Challenge

- **Multiple stacks** for different Lines-of-Business (Fixed, Mobile and Cable) without any synergies
- **Different** Customer Experience and business processes
- **Inconsistent** branding & products across all services
- **Inability** to create bundled and packaged products across all services
- **Very long** time to market for new products and services

The acquisition of companies lead to a siloed operation with different and separated IT solutions for the different lines-of-business without any synergies.

This resulted in a different customer experience and business processes with inconsistent branding & products across all services.

Creating new service propositions was difficult and prevented to leverage the acquisitions in a unified product portfolio. Even individual products and service offerings required a very long time to market because back-end IT systems do not provide the required flexibility to launch new commercial products quickly.

Solution

- **Omni-channel, multi-play solution** on top of existing legacy infrastructures, creating a single sales environment
- **Federated commercial product catalog** with automated integration into business back-end
- **Bundling of new propositions** across stacks using commercial catalog and unified Telesales / Retail front-end

Federated commercial product catalog supports all existing propositions and the ability to create bundle propositions across lines-of-business and promoting them across all channels.

The simple CPQ embedded in a flexible configurator and shopping cart enables to sell any service and product across all channels quickly and effectively.

Customer data is consolidated across all lines-of-business, and Eligibility for contract extensions, promotions and discounts can be derived from a complete view of the customer. This helps to accelerate the sales process, reduce errors and create a superior customer experience.

Benefits

- One **consistent** Sales process for all channels
- **Ability** to sell bundles and crossstack discounts
- Above **50%** savings in Average Handling Time

Product Document and **Technical Solution Page** are benefits that have been achieved with the launch of the BlueMarble Commerce solution for a unified sales platform.