

## Case Study:

# How a top-tier telecommunications company increases efficiency and customization capabilities

## Introduction

Multinational telecommunications company which provides mobile telephony, wireline telephony, Internet and television services in several countries around the world. It is one of the leading global telecommunications operators and provides connectivity services to millions of customers. To maintain their competitiveness into their market, the company needed a solution to improve the efficiency and timing of its production processes, as well as to increase the customization capabilities of their marketing and campaign generation tools.

## Challenge

The client's requirements for this project were a platform that meets the following points:

- Invoice generation for printing and digital archiving
- Creation of documents (credit notes, collection letters, etc.)
- Electronic invoicing support for administrations
- Parallelization in the execution of print and digital archiving cycles
- Integration with a newly acquired company
- Creation of online documents for shops
- Execution of invoicing cycles in less than 24 hours

## Solution

Precisely's tools and solutions were integrated into the customer's document generation platform in two different ways:

- **Invoice Marketing Messaging:** Content Author solution was integrated with Doc1 and implemented for the creation of much more customizable marketing campaigns.
- **Invoice Analysis Tool for Businesses:** A desktop solution was also developed that relied on Doc1 to enable business users to analyze their invoices.



### Client

Top-tier telecommunications company

### Industry

Telecommunications

### Solution

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## Benefits

Thanks to Precisely's tools and solutions, this telecommunications company was able to see all their requirements fulfilled and experience a level of efficiency and ease of use that they had never experienced before. Among others, they were able to:

- Decrease production times by 50%, increase productivity while drastically reducing the size of the platform, and improve the efficiency of the system.
- Define marketing campaigns (content and segmentation of 8 zones on the invoice) and controlling envelope inserts, without the need to modify the Doc1 logic.
- Produce more than 25 different reports, all segmented by company structure, customizable by the user.