



CASE STUDY | Telecom Liechtenstein

Project background

The Principality of Liechtenstein is a doubly landlocked alpine microstate in Western Europe, bordered by Switzerland to the west and south and by Austria to the east. Its area is just over 160 km² (about 61.7 square miles) and it has an estimated population of 35,000. Its capital is Vaduz; the biggest town is Schaan.

The roots of Telecom Liechtenstein goes back to 1998. Telecom Liechtenstein establishes connections for network operators within and outside the country and thereby creates the basis for all telecommunication in Liechtenstein.



Telecom Liechtenstein is the leading telecommunications provider in Liechtenstein with a comprehensive product range of voice and data services – from providing telephone connections to innovative value added services and Cable TV (CATV).

In May 2007 Telecom Liechtenstein planned the acquisition of a new CRM and Billing solution.

“The aim was to implement an integrated CRM and Billing solution with significantly enhanced functionality compared to the old solution. In particular, the aim of the new software was a complete standard solution capable of billing bundled services such as Mobile, Internet, Cable TV and Interconnection,” says Peter Kranz, member of the executive board by Telecom Liechtenstein. “Further to this we were looking for a solution capable of automate order processing and web based customer self-care in order to strengthen our business potential.”



Objectives

Telecom Liechtenstein has the following objectives for the new CRM and Billing solution:

- Expansion of the strategic options with new product offerings developed by bundled services from different product categories such as Mobile, Internet and Cable TV, and to provide the order processing functionality and the billing procedures
- Strengthen the business potential through systematically planned and implemented marketing campaign (Campaign Management)
- Structure the range of products offered through customer oriented catalogues and make the products offerings more transparent to the customer
- Automation of order processing between the relevant organizational units (retail/wholesale) of Telecom Liechtenstein
- Expansion of the Customer Care options in the retail business and improvement of the web-based customer self-care
- Offer the customer a differentiated, customizable, informative invoice in a customer friendly layout





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Strategy

TeleBilling was among the vendors to receive the requirement specifications set forth by Telecom Liechtenstein. "TeleBilling was selected as the vendor due to the fact that their naviBilling solution is an all-in-one CRM, Billing and Customer Care solution with a wide range of built-in functionalities for all types of services", states Peter Kranz. "Also the fact that naviBilling as standard was capable of covering both our retail and wholesale business in one solution was crucial for our choice of TeleBilling", continues Peter Kranz. "And last but not least naviBilling is based on Microsoft Dynamics NAV – a solid and future-proof platform that our ERP solution also is based on", concludes Peter Kranz.

TeleBilling offered Telecom Liechtenstein their standard naviBilling solution for the following product lines:

- Wire line
- Wireless
- Cable TV
- IP/Broadband
- Interconnection

"The proposed naviBilling solution covers as standard 85% of the requirements set forth by Telecom Liechtenstein" concludes TeleBilling Sales Director Andrea Biedasek.

"After the selection process a planning phase was started in order to plan the project and in order to do the final analysis, designs and specifications of the naviBilling solution. The planning phase was carried out over a period of 3 weeks on-site by Telecom Liechtenstein in order to be close to the Customer and in order to get a common understanding of the project and the project scope", states TeleBilling Project Manager Svend Zachariassen.



Martin Merkle, Project Manager by Telecom Liechtenstein.



Svend Zachariassen, Project Manager by TeleBilling.

Project Implementation

For project conduction, TeleBilling's project management model – Sherpa – was used. Sherpa ensures control of quality, costs and project scope. The project was divided into a number of phases reflecting the development packages and implementation stages which correspond to Telecom Liechtenstein's business and needs.

"In this way the project organisation was able to focus on each individual phase and secure the implementation hereof without unnecessary time being spent on tasks scheduled for later in the project sequence. This is of vital importance in a large project like this that runs for more than 18 months", says Project Manager Martin Merkle from Telecom Liechtenstein. "Similarly it allows for the evaluation of each phase and the adjustment of various aspects for more efficient execution in later phases, and the opportunity to adjust the sequence of phases if our business or strategy requires this", continues Martin Merkle.

On TeleBilling's side 10 billing consultants and a Project Manager were involved during the whole project period. From Telecom Liechtenstein's side the participants were Project Manager Martin Merkle and 8 experts representing various functions at Telecom Liechtenstein.

Challenges

"The migration from 10 different systems into one single platform for handling the whole of Telecom Liechtenstein's business, right from the Customer Centre function to Back Office and the management and planning of technician's work was a challenge and not to mention the data clean up", remembers TeleBilling Project Manager Svend Zachariassen. "The task was all the more complex because the solution needed to handle more than 60 different product families that should be configured in naviBilling."

Results

"Experience from both parties is an important factor to get success with the implementation of a new CRM and Billing solution", concludes member of the executive board, Telecom Liechtenstein Peter Kranz. "TeleBilling's experience with project implementation from more than 80 implementations combined with our highly committed employees was vital for the success of this project. Today we have a fully integrated solution covering a wide range of functional needs based on standard naviBilling with all the advantages hereof. In addition hereto we have a highly automated and flexible solution easy to adjust to our specific business needs in order to improve daily life for both back office and our customers."