



# ENABLING SEAMLESS CUSTOMER EXPERIENCE ACROSS ALL CHANNELS WITH ZIRA OMNICHANNEL SOLUTION AT BH TELECOM

ZIRA CASE STUDY



Our Solutions For Your  
Business Excellence

## ABOUT BH TELECOM

BH Telecom is a leading telecommunication company in Bosnia and Herzegovina. Established in 1992, it was the first company in Bosnia and Herzegovina to provide GSM, 3G, IPTV, 4G and other services. Today the company has more than 3000 employees and is a quad-play operator offering landline services (BH line), mobile (BH mobile) broadband xDSL Internet access, and IPTV services to over 2 million active subscribers.



### THE CHALLENGE

Having realized that customer loyalty is the only remaining differentiator, becoming customer-centric and re-aligning their processes to support that direction, BH Telecom, as a part of their overall business improvement strategy initiated the transformation program.

BH Telecom wanted to easily introduce new service offerings to its customers and support sales and order handling with a simplified and consolidated process. With excellent customer service as a keystone of their service delivery, they knew that transforming to an omnichannel solution would help them provide a seamless customer experience and accelerate delivery of services on a global scale.

BH Telecom looked for a solution and a partner that could help them implement a consolidated omni-channel solution to enhance customer experience across all channels and multiple product offerings. They also wanted to ensure seamless omni channel experience through all sales channels.



## ZIRA'S OMNICHANNEL SOLUTION

BH Telecom started its Transformation Program in 2009, and within Phase 1 ZIRA redesigned and replaced the existing BSS layer with introduction of Unified Order Management (UOM), Product Catalogue (PC) and Common Customer Manager (CCM) solutions

- The UOM provided an end-to-end order management system supporting multiple services and business processes within a single system, efficient orchestration and management of order handling activities and automated and optimized order entry to order fulfillment.
- The PC supported complex and bundled offerings composed of products delivered through different technologies (voice, data, IP, IPTV, etc.), enablement of a single consolidated product and service master for fast time to market and enablement of product attribute management for flexible product and service management.
- The CCM solution advanced customer management to support enterprise insight sharing, provided a single view of every customer with detailed history tracking, and consolidated and segmented customer data in different business functions.

This transformation project gave BH Telecom a single view of all customers, an enterprise product catalog for all its services provided and an unified order management processing. The next phase was extending these capabilities to all channels.

ZIRA helped them to introduce a new layer of middleware for supporting omni channel processes. A new SOA layer was used for channel process handling. It was challenging

to support different channels and introduce generic process flows with common handling of customer's orders, but, with the open architecture of the solution they were able to successfully implement and roll-out the solution in the planned time frame.

The first phase of the BSS transformation streamlined BH Telecom's product portfolio offering and simplified the business processes in order to improve their overall competitiveness and time-to-market.

The second phase of the transformation enabled BH Telecom to seamlessly align sales channels with a clear product offering portfolio for end users and provided an in depth view of end user interactions across all channels.



## OMNICHANNEL CAPABILITIES

By implementing a omnichannel solution with the help of ZIRA, BH Telecom gained five essential capabilities:

1. Customer identity – Understand who the customer is across all their accounts. This was done through Phase 1.
2. Consolidated information – Single data store in needed to ensure consistency across channels, making maintenance faster. This was initiated in Phase 1 and finalized through Phase 2.
3. Ability to propose optimal/personalized solution for a customer – Intelligence gives an understanding of optimal solutions for a given customer, whether it be an offer, messaging, a product or a service strategy, based on their information, preferences or behaviour. – This was enabled through Phase 1 and deployed within Phase 2.

4. Execution capability – Omnichannel execution capability is essential, whether it is for marketing, shopping, order management, customer support, and so on; again personalization considerations are key. Thanks to transformation program, BH Telecom had a single view of all customers; enterprise product catalogue for all its services provided and unified order management processing. So, the natural next step was exposure of mentioned capabilities to all channels. Implemented through Phase 2.

Customer engagement – One key function here is to make sure the content is optimized for the context in the customer is consuming it, including channel, device and location. Customer are able to initiate process via one channel, continue through another and be notified via third channel.



## THE RESULTS

BH Telecom was able to quantify the results gained with the enhanced benefits and new capabilities of a consolidated omnichannel support solution successfully implemented by ZIRA.

- Faster time-to-market (delivering a new offer in a less than 4 hours vs few weeks)
- Enable customer centricity with a central place for all existing sales channels
- Seamless alignment between sales channels
- Ability to detect favourite channel, best selling devices or services by customers
- Improved creation of clear product offering portfolio with specific customer's needs
- Flexibility to provide new and existing

services via any available sales channel

- Enabled creation of complex business rules and controls
- Enabled end2end monitoring of request realisation for better insight into solving customer complaints, service use, etc.
- A comprehensive view of end user/customer interactions across all channels with possibility to get customers preferred interaction analysis



## WHY BH TELECOM CHOSE ZIRA

ZIRA implemented the consolidated omnichannel support solution at BH Telecom based on their concentrated knowledge and specialized expertise with omnichannel. The solution was additionally customized and fine tuned in accordance to BH Telecom's business practices and specific business rules. Because of ZIRA's expertise and dedication to a successful implementation, BH Telecom:

Effectively orchestrates operations and sales management processes, while providing consistency of information to customer-facing employees, as well as to end users (customers) accessing through any self-care channel.

Focuses more on customer centricity – through the sales channels and through 360° overview.

Within one month since the project was in production, introduced 20 new services for all mobile customers and managed to migrate 9 service-specific solutions.

Gained rich contextualization and cross-channel experience integration which significantly improved their awareness and understanding of the customer experience necessary for best practice offerings to meet end users (customers) demands.



**ABOUT  
ZIRA**

ZIRA has been successfully delivering BSS solutions for 20 years to 50+ telecom operators across 22 countries. We are committed to reducing costs and improving the bottom line for our Customers.

ZIRA's software solutions address retail and wholesale billing, customer management, revenue assurance and risk management for wireline, wireless and IP service providers.

We help service providers prepare for the future by driving agility, improving insight and reducing complexities in business operations. Customer trust, commitment to exceptionally short delivery times and an innovative approach are what ZIRA is well known for, confirmed by our long-term customer relationships and their business excellence.

For more information, visit:

[www.zira.com.ba](http://www.zira.com.ba)



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