Project Benefits:
- **Improved call center productivity**
- **Improved data integrity across multiple back end systems**

Project Characteristics:

Industry: Communications

Duration: 3 months

Project Staff: 3

Environment:

Business Domains:
- **High Speed Data Services**
- **Cable Video**

Functional Domains:
- **Order Entry**
- **Customer Support**
- **Order Management**
- **Provisioning**

Technologies/Systems:
- **J2EE**
- **JBoss Server**
- **XML Web Services**
- **Oracle Database**
- **Terminal Access Interface**
- **HTML Access Interface**

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Simplifying Order Entry in the Broadband Industry

Summary

Order entry processes within large broadband companies are typically complex, tedious, and labor intensive activities. With the high number of manual steps and the number of systems involved, the processes are also error prone resulting in high costs for initial order entry and higher costs for correct at a later time. Wazee Group is assisting a leading broadband services provider to increase productivity, increase accuracy, decrease costs via automation assisted order entry.

Problem Specifics

The very largest services providers rely on order management and billing systems that are partitioned into separate deployed instances. Each instance is assigned to a market that typically covers a single region such as Denver, Dallas, etc. The instances can be configured as needed by the market representatives. In an effort to lower costs, the order entry and management tasks are consolidated to one or a few call center facilities. One of the challenges with this approach is for the call center agents to learn the instance specific configuration for each market instance. As the markets request more customizations to meet their local needs, the increased burden falls on the call center staff. In order to maximize the investment in consolidated order entry activities, the client had to address several challenges:

- **Complex order entry processes.** Order entry activities are complex processes involving multiple back end systems. There are 15 tasks that must be performed by the call center agent to enter the information into the billing system.
- **Market specific requirements.** Each market can have different requirements and configurations for the same product. The scope of the initial phase included 19 different market configurations.
- **Substantial training time and costs.** With 15 separate tasks and 19 different market configurations, training costs for the call center agents is substantial.

Solution Delivered

Wazee Group has developed a system that greatly simplifies order entry and automates the provisioning steps required by the call center agents. This system allows:

- **Increased productivity.** The system automates as many possible steps as possible. The call center agent provides only the absolutely necessary information. The amount of time to enter an order is now 20-50% of the time required by the manual process.
- **Canonical view of business data.** The system encapsulates all of the market specific information. The call center agents are presented with only common definitions of the business objects.
- **Decoupled user interface from back end systems.** The user interface is decoupled from changes to the billing and provisioning systems. As these systems changed due to version updates, reconfigurations, or new vendor implementations, the user interface used by the call center agents remain the same.
- **Consistent and accurate processing.** Since the system performs its tasks in a consistent way, it has eliminated the errors due to redundant manual data entry into multiple system.

One of the key features of the system is the extensive use of process automation.   A large number of manual activities are now performed by the system in a fast, consistent, and accurate fashion. The high level activities for the order entry process are show in the table below:

Task	Old Process	New Process
Select appropriate billing system for house location (1 of 19 instances)	Manual	Automated
Logon to billing system	Manual	Automated
Find house location record	Manual	Manual
Compare account status and compatibility with billing system	Manual	Automated
Compare account status with provisioning system	Manual	Automated
Select work order type and subprocess (1 of 4 subprocesses)	Manual	Automated
Enter work order information (market specific codes)	Manual	Automated
Select product codes (market specific codes)	Manual	Manual*
Select date and time of appointment (market specific codes)	Manual	Manual*
Enter account information (market specific data)	Manual	Automated
Enter house location information (market specific data)	Manual	Automated
Select appropriate provisioning system (1 of 6 instances)	Manual	Automated
Logon to provisioning system	Manual	Automated
Enter account information	Manual	Automated
Activate account	Manual	Automated
Notes: * - Agent selects from a list of canonical data, not market-specific codes		

Benefits Achieved

Wazee Group's client has greatly reduced the time and effort to train the call centers. It has also increased the order volume for each call center agent as well as reduced the errors commonly observed with large amounts of data entry and redundant data entry tasks.

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