

ARGENTINEAN TELECOM OPERATOR IMPROVES TECHNICIAN PRODUCTIVITY AND CUSTOMER SERVICE WITH HELP FROM BLACKBERRY SOLUTION

Industry

- Technology

Region

- Latin America

Company Size

- Large Enterprise

Solution

- Mobile II by SenseByte Mobile
- BlackBerry® Enterprise Server

Cablevisión S.A. Argentina (Cablevisión) is a cable operator that provides cable TV, broadband Internet and telephony services over a single network. It is one of the largest telecommunication companies in the region with more than 3.5 million residential customers in Argentina, Uruguay and Paraguay and also delivers solutions for corporations.

The Challenge

Cablevisión needed to maintain communication with more than 5,000 field technicians who were constantly on the road, visiting customers to install or repair their services. Technicians were using a wireless application with Internet access to receive work orders and tech support on their mobile phones (WAP). Communication was frequently interrupted due to poor connectivity. This resulted in costly delays and longer waiting times for customers which had negative consequences for the company.

Cablevisión also needed a solution that would better help with online inventory updates. Technicians were handwriting lists of materials they used and would then submit it to data entry clerks, who entered required inventory into the company's database. This and potential data entry errors delayed inventory updates and restocking by up to 24 hours.

Also, field technicians had to contact Cablevisión's support team to connect or reactivate service during a customer visit. When there were delays, customers had to wait, lowering overall customer satisfaction.

The Solution

Cablevisión equipped its technicians with 3,500 BlackBerry® smartphones, managed using five BlackBerry Enterprise Servers. It also deployed the Mobile II application from BlackBerry® Alliance Elite Member, SenseByte Mobile. The app allowed field technicians to receive work orders, update inventory remotely and obtain service support information – all from the convenience of their BlackBerry devices.

With the app, technicians receive their daily list of work orders for the day, along with confirmation from Cablevisión's support team that the customer will be at home. They then report on each step of the service call. For example, indicating when they are "in transit" or when they're "mobilizing" as they start to work on the repair or installation. The app provides a menu option to enter the supplies used. This feature also functions offline, automatically updating information on the central server when a connection is re-established. Technicians can also view a map of their customer's location using the BlackBerry smartphone's built-in GPS functionality.

If technicians need additional support to perform repairs, the app lets them communicate with Cablevisión's Help Desk. When finished a job, they quickly receive a serial number that lets them immediately connect a new service or reconnect an existing one.



“Our BlackBerry solution is flexible and highly scalable. It’s a key part of how we are adapting to a world in which technology is rapidly evolving.”

Claudio Pradella

Telcos & Carrier Manager for Search and Sales
Strategy Department
Cablevisión S.A.

“Before, technicians had to call our Help Desk to activate a service while at the customer’s home, and then wait on the line to receive help from one of the company’s support service representatives. Now, the BlackBerry app delivers the serial number in near real-time, and the service is connected within minutes,” said Mariano Nieto, Mobile Project Leader and Technical Process Manager, Client’s Experience and Innovation Department.

Cablevisión’s Benefits

The BlackBerry solution has greatly improved Cablevisión’s daily technical services and installations. The level of service has improved and the time needed for each work order has decreased. Calls to the support center have been significantly reduced, saving substantial time, both for the technicians and for support personnel. And the company now uses less paper to help support its technicians since records are kept digitally.

The Mobile II app helps technicians to continue working even if they are offline due to service interruptions. As well the automatic stock inventory update feature provides better inventory control and helps prevent customer service delays due to a shortage of materials. Inventory is updated faster, and data is entered more accurately than when it was delivered through handwritten notes.

“The BlackBerry solution lets us manage our large-scale technical logistics quickly, efficiently and conveniently. It was an important evolution from what we had before, with significant improvements in several areas of our operations, including technical service, administration and customer service,” said Claudio Pradella, Telcos & Carrier Manager, Search and Sales Strategy Department.

“Since technicians can now activate customer connections more quickly, customers are getting their service up and running faster, which improves the customer experience for Cablevisión’s subscribers,” said Simón Tadeo, Manager, Client’s Experience Department.

By combining the BlackBerry Enterprise Server infrastructure with the Mobile II application, Cablevisión has re-engineered its internal processes, creating a more efficient operation across the company,” said Pradella. “Our BlackBerry solution is flexible and highly scalable. It’s a key part of how we are adapting to a world in which technology is rapidly evolving.”

Key Benefits

- Increased productivity of field technicians
- Reduced time in receiving and managing work orders
- Better stock management, with fewer mistakes
- Improved customer service
- Easy to manage BlackBerry infrastructure

www.blackberry.com/go/success

Results provided for informational purposes only and will vary depending on the individual customer and the specific operating circumstances. This material, including all material incorporated by reference, is provided “AS IS” and “AS AVAILABLE” and without condition, endorsement, guarantee, representation or warranty of any kind by BlackBerry and BlackBerry assumes no responsibility for any typographical, technical, or other inaccuracies, errors or omissions in this material and shall not be liable for any type of damages related to this material or its use, or performance, or non-performance of any software, hardware, service, or any references to third-party sources of information, hardware or software, products or services. © 2014 BlackBerry. All rights reserved. BlackBerry and related trademarks, names and logos are the property of BlackBerry Limited and are registered and/or used in the U.S. and countries around the world. iOS is a trademark or registered trademark of Cisco in the U.S. and other countries and is used under license. All other trademarks are the property of their respective owners. BlackBerry is not responsible for any third party products or services.

