



Saudi Telecom Company Achieves Customer Satisfaction with Softway and Jaspersoft

Abstract

Determined to provide its customers with unparalleled service, Saudi Telecom Company (STC) needed a system to track its field engineers' performance and encourage them to exceed targets. STC turned to Softway Integrated Business Solutions who provided them with Jaspersoft's JasperReports Server-based reporting system that has become fundamental to STC Home Business Unit's ability to deliver customer satisfaction.

Background

In 1998 Saudi Telecom Company (STC) was incorporated and adopted a challenging program to transform its business from a government system to recognized commercial business standards. Since then, the company has developed clear strategies focusing on internal re-organization, re-skilling and development of its staff, enhancement of its internal processes and studying its customers' needs and requirements while continuing to carry out its national and social duties and responsibilities.

STC is the leading national provider of telecommunication services in the Kingdom of Saudi Arabia. Believing in the importance of its customers and fulfillment of their needs, STC has adopted its FORWARD Strategy that aims to support and re-enforce its competitive position. Based on this strategy, STC strives to enhance a customer-centric culture in all its business aspects. This culture has been reflected in the organizational design of the company that comprises a corporate center, a number of functional units and four key business units focused on the main STC customer categories which are: Personal, Home, Enterprise and Wholesale.

FAST FACTS

CUSTOMER

Saudi Telecom Company with systems integrator, Softway Integrated Business Solutions

COUNTRY

Saudi Arabia

INDUSTRY

Telecommunications

SOLUTION

JasperReports Server Pro 3.7

RESULTS

A front-end reporting system that enables STC to deliver better customer satisfaction



"We chose Jaspersoft's JasperReports Server Pro v3.7 because we know that it is enterprise-ready."

Mohamad Sibai
IT Manager at Softway

CASE STUDY

In 2004, STC enrolled the assistance of Softway Integrated Business Solutions, one of the leading information technology companies in the Middle East to help achieve its goals. Two years ago a Work Force Management System (WFMS) was implemented which is an Oracle-based product designed to manage field services. WFMS creates incidents defining the type of each incident such as; new DSL installation, new landline installation, DSL repair, landline repair. The WFMS schedules the tasks for the skilled engineers and the task starts its status route (New, Assigned, Complete, and Cancelled). The customer gets an SMS with the contact details of the assigned engineer and a "Confirmation Code", which is given to the engineer post service completion to complete the task. On completion a customer satisfaction survey is carried out.

Challenge

The reporting capabilities of this system were limited and STC, determined to provide excellence for its customer base, needed more information to work out how efficient its service was proving. Softway, systems integrators and consultants on the project, evaluated a number of products but the two most suitable candidates were from Business Objects and Jaspersoft. The Business Objects' product was discounted on the grounds of expense but Jaspersoft was already a popular option as both STC and Softway had had previous successful experiences with its products.

According to Mohamad Sibai of Softway, "We chose Jaspersoft's JasperReports Server Pro v3.7 because we know that it is enterprise-ready. Other critical factors are; its open source pedigree, low cost, rich documentation along with its powerful community base."

Solution

Over a six month period, Softway undertook analysis, design, implementation, test and deployment functions for this complex solution that would sit on top of the WFMS. The aim was to achieve a system that could provide STC with all the key performance indicators it needed, in a readily digestible format, to determine how efficient its field engineers were and so how happy its customers were.



CASE STUDY

The main reports Softway developed and customised using JasperReports Server are:

- Daily report of a task's progress (drilled down from Kingdom-wide to regions, dispatch centres and technicians)
- Task completed with and without the customer's confirmation code
- Customer Satisfaction (drilled down from Kingdom-wide to regions, dispatch centres and technicians)
- Task completion timeframe (within committed SLA, 1 day delay, 2 days delay and 3 days or more delay)
- Technician utilization (active, active with no assignments, de-activated, on vacation)
- Site re-visit (when customers were unavailable on the first visit)
- District Preventive Maintenance
- Technicians Commissions (when technicians complete more tasks than their target)
- Efficiency
- Productivity

An important aspect of the system is that by monitoring the KPIs of the field engineers around the Kingdom and auditing their work processes commission is awarded; so encouraging employees to deliver customer satisfaction.

When the system went live in August 2009 over 300 users were using the system from the field engineers to their managers and contractors and all the way up to the Vice President of the Home Business Unit himself. Customer satisfaction is such a critical success factor for the STC Home Business Unit that the VP always has the JasperReports Server-based dashboard open so that he can see at a glance how well the service is being delivered.

"Whilst we are still engaged in delivering continuous improvement to the STC system, this has been a very successful project for us to date. We have been impressed with the Jaspersoft products whenever we have implemented them within our other customer organisations including the Riyadh Municipality, Ministry of Finance and the Ministry of the Interior and would have no hesitation in recommending them for other enterprises," said Mohamad Sibai.

About Softway

Softway - Integrated Business Solutions is one of the Leading IT companies in the Middle East. Since establishment, it showed a perfect meaning of quality of pre and post sales service for a list of highly recognized customers in the region, and with the support of the partnerships with a set of worldwide leading IT product and solution providers. For more information visit: <http://www.softway.com.sa>

About Jaspersoft Corporation

Jaspersoft provides the most flexible, cost effective and widely deployed Business Intelligence suite in the world, enabling better decision making through highly interactive, web-based reports, dashboards and analysis. Leveraging a commercial open source business model, Jaspersoft provides end-to-end BI capabilities at a fraction of the cost of other vendors. The BI suite includes pixel-perfect enterprise reporting, ad hoc query, dashboards, OLAP and in-memory analysis, and data integration. Jaspersoft is the only BI vendor that enables companies to adapt to the new, virtualized world by providing a complete spectrum of on-premise, multi-tenant SaaS and cloud-based deployment options for both embedded and standalone business intelligence. Unlike traditional BI vendors, Jaspersoft is built on a modern, lightweight, standards-based architecture and offers greater vendor independence thanks to its open source codebase. Unlike niche BI vendors, Jaspersoft represents a safe choice with tens of thousands of production deployments across a wide range of industries.

Jaspersoft's open source business intelligence software has more than 12 million product downloads worldwide, 160,000 production deployments and over 13,500 commercial customers in 100 countries. Its BI suite is advanced regularly by a development community of more than 190,000 registered members. For more information visit: <http://www.jaspersoft.com> and <http://www.jasperforge.org>.

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