opentext™

Success story

O2 Slovakia

Industry
• Telecommunications

Solution
• OpenText™ PowerDocs

Results

⬤ **Highly-personalized offers** for customers through CRM integration

⬤ **CI-compliant documents** in all shops

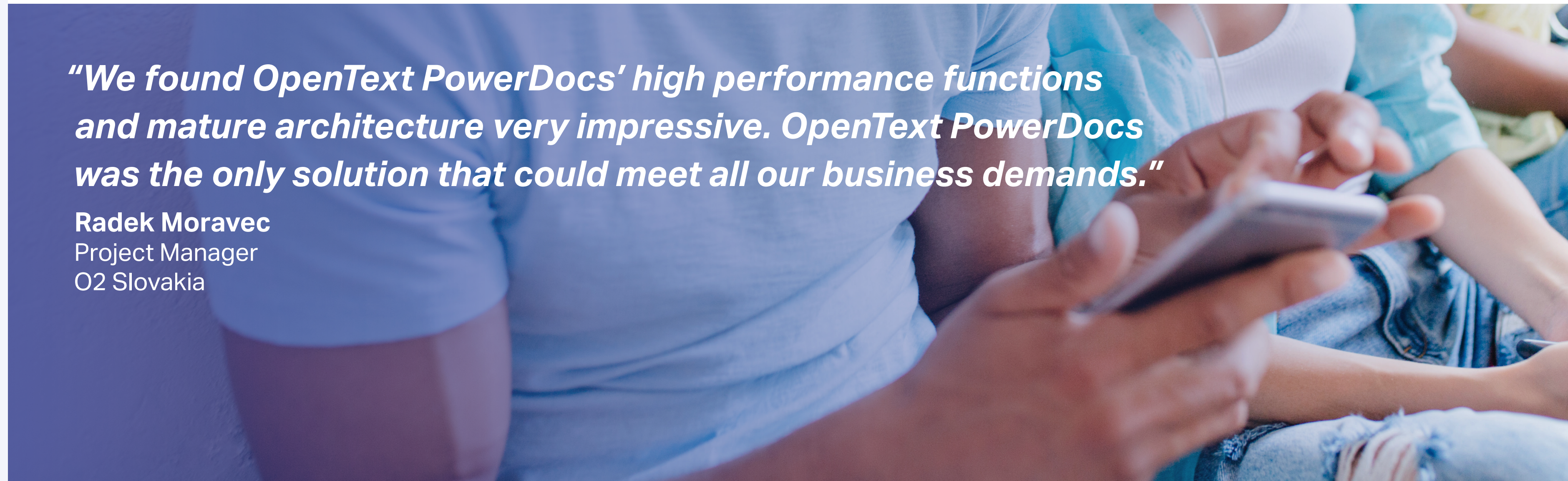⬤ **Greater agility and speed** in generation of offers

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O2 Shops produces customized customer offers and compliant contracts in seconds

OpenText PowerDocs provides fast, compliant, personalized documentation with CRM integration

"We found OpenText PowerDocs' high performance functions and mature architecture very impressive. OpenText PowerDocs was the only solution that could meet all our business demands."

Radek Moravec
Project Manager
O2 Slovakia

Based in Bratislava, O2 Slovakia employs around 420 staff and is one of the three largest providers of telecommunications services in the expanding Slovakian market. Its parent, Telefónica Czech Republic, entered the Slovakian market in February 2007 and is one of the major global telecoms businesses.

O2 Slovakia faced a challenge when replacing its legacy Client Relationship Management (CRM) and Point-of-Sale (PoS) systems with a single CRM. For both sales and customer care service, the company needed to be able to guarantee the consistency of processes and documentation such as hard copy contracts, quotations and other requests across all channels: call center, shops and franchises.

Its aim was to achieve this by integrating all document-based activities into its business processes. This would ensure that documents are both legally sound and Corporate Identity (CI) compliant. However, the company faced difficulties in streamlining and combining individual processes and current data into a standardized and efficient process for communications.

Compliant documentation just a click away

To meet the challenge in more than 200 of its shops, O2 Slovakia selected OpenText™ PowerDocs. The solution is also used at franchises and dealer premises for written correspondence with customers. For the most part, just one click is all it takes for sales and customer service employees to compose custom offers, contracts and order confirmations for customers with consistent and compliant documents being output as the end result.

The solution from OpenText has also made it possible to centrally manage templates, text blocks and images, automatically combining these into customized customer offers, contracts and correspondence. The solution uses existing data regarding a customer to compose, handle and print all the documents, in an automated process with predefined rules, as well as administration of users and rights.

Faster processes integrated to CRM provide 360-degree customer view

All customer-facing documentation is now produced in a consistent, legally compliant way. Additionally, the documents adhere to the latest corporate design, ensuring branding and messages are delivered consistently and accurately to customers.

All customer quotations are now fully integrated to O2 Slovakia's CRM system. This helps build up a complete 360-degree view of each customer. The OpenText solution also provides for much faster production of personalized offers than was previously possible.

High performance and solution reliability pave the way for future applications

"We found OpenText PowerDocs' high performance functions and mature architecture very impressive. PowerDocs was the only solution that could meet all our business demands," said Radek Moravec, project manager at O2 Slovakia.

With the solution, O2 Slovakia produces more than 4,000 highly personalized offers, order confirmations and service papers each day. The company is now looking at planning the expansion of the solution to include its customer communications program, encompassing campaign management.

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

Customer stories ⧉

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