

CASE STUDY

Leading Argentinian telecom company realizes business agility with Bizagi following merger & acquisition, automating 190 business processes end-to-end



Customer:

Leading Argentinian telecom company

Industry:

Utilities & Energy

Location:

Argentina

A large telecom provider underwent a larger merger and acquisition with two other organizations driving a need for process consolidation and automation. They needed to unite the organization and deploy products to market faster to help satisfy customers.

To improve business efficiency, visibility and information tracking, the businesses worked on the implementation of integral business solutions. With the help of Bizagi, they became an agile digital business, automating 190 processes, and cloud activation was reduced to just 5 – 15 minutes.

190 process implemented

7 weeks to launch new processes

5 minutes to activate cloud-based processes

50,000 Bizagi users

"Bizagi is not only customer-friendly, but also supports our business, and complements our development strategy. It has helped with cost reduction, sped-up time-to-market and supported our convergence strategy".

Process & Technology Manager

Objectives

-  Create process culture between divisions of newly merged business
-  Improve visibility and information tracking across the business
-  Become more agile to increase time to market
-  Provide measurement of processes
-  Eliminate manual tasks and integrate with technology platforms to improve productivity
-  Allow customers to self-manage their cases and product

Achievements

-  Automated 190 business processes end-to-end
-  Cloud products active in five – 15 minutes
-  Seven to nine weeks to launch new products provides quick time-to-market
-  Enabled 50,000 digital users with Bizagi
-  Improved productivity, measurement, tracking and scalability
-  Customers can self-manage their products and billing

Overview

Merging companies is never easy: bringing together disparate systems and different methodologies can prove a challenge.

The newly-formed organization needed to create a process culture between the different divisions, so they all worked across processes end-to-end, rather than being focused on individual tasks. As well as improving the way they worked, they also wanted to empower customers and become more agile to deliver new products to market faster.

The team deployed Bizagi to enable 360-degree integration between the businesses and provide visibility, productivity, measurement, tracking and scalability across processes end-to-end. This helped to build a portal for customers and activate new products in the cloud in as little as five minutes.

Challenge

The organization had a distinct lack of information culture, so employees were focused on individual tasks, rather than the process. The organization needed to create process culture in divisions of the newly-merged business to unite silos get employees involved the process end-to-end.

Employees were burdened with too many manual tasks, and disparate systems made it difficult to trace cases and prioritize, so they wanted to introduce process automation to make employees more productive and visualize processes end-to-end. They also wanted to integrate customers into the process and empower them to have more control over their products and services.

"In the digital era, companies need to reinvent themselves constantly. The ultimate objective to provide outstanding service and offer unique experiences to individual customers."

Process & Technology Manager

Solution

The telecom provider set out a transformation strategy to create a process management methodology and 360-degree integration between the businesses. Before starting the automation process, they designed a process-functional architecture which would allow traceability and context for processes. They searched for a tool that would integrate all processes, people, information and resources, and also deliver results quickly. Bizagi supported this convergence strategy, delivering a quick time to market and was also easy to use.

They defined their enterprise process architecture: including a process map with access to procedures, instructions and videos on Bizagi Modeler and information on the platform and transformation strategy including improvement plans, and business priorities to enforce change management throughout FiberCorp Telecom.

Using process intelligence, they certified that each process had monitoring boards and alarms to ensure full functionality and compliance, for example ensuring the SLA is met and deterring fraud.

Results

With Bizagi, the organization gained the agility to rapidly roll out automation across the organization: they implemented 190 business processes, end-to-end, in just nine weeks. They achieved rapid time-to-market, with simple inter-company processes deployed in just a week and using cloud activation, products were active within just ten minutes.

Their new process architecture enabled 50,000 employees to use Bizagi across 25 companies in the organization's community. This structured approach to process automation provided the business with improved productivity, measurement, tracking and scalability.

"Bizagi is friendly to the customer, to the business and development and provides cost reduction, time-to-market and support for the convergence strategy."

Process & Technology Manager

To enable customers to self-manage, they created a portal in Bizagi, managed with single access to all services in one place. They also implemented a virtual portal for employees to provide access to all tools they need to perform their process tasks day-to-day. As well as internal management, if the customer has a problem, employees can use their portal to act as a mirror and view the customers' information. This customer integration into the process won them the WfMC Business Transformation Award 2018.