

**FASTER, BETTER
& Smarter**

next-generation enterprise Information Workspace



Always the
smarter choice

Customer

DiGi Telecommunication

Project

Customer Service Knowledge Portal



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Business

DiGi is a leading mobile communications company providing a comprehensive range of affordable, convenient and easy to use wireless services to simplify and enrich the lives of its customers. DiGi has established presence as a leader in voice and data prepaid services with a number of firsts that have set industry benchmarks for creativity and innovation. DiGi delivers high quality voice as well as value-added mobile content and data services to both individual and corporate customers.

Requirements

- An information knowledge that supports Customer Service Agents (CSA) to very quickly access all information necessary to answer a customer call. The content that is presented to the CSAs is pertinent to product and service information, troubleshooting, events and promotion.
- An information knowledge repository that captures and stores content that is accurate, properly approved and timely delivered to the agents and which exploits the full value of the content by maximizing meta-tags (data about data) that properly describe the content stored.
- A world-class content management system that would give DiGi staff the ability to contribute content to the repository that enforces time-critical and disciplined contribution of content that maximizes meta-tags with strict adherence to established workflows and approving authority structure.

Solution

- The deployed solution is based on Contact Centre Knowledge Portal for the front-end, and Interwoven Teamsite for the content management portion.
- The main design goals of the front end were to emphasize on a fast response time for the user, and to provide all the necessary information and tools in a productive and unified User Interface.
- The main design goal of the content management portion was to allow staff without IT skills to contribute content and to get the content to go through a proper approval process.

Result

- The deployed solution serves up to 500 concurrent users located in as many as 20 different sites nationwide.
- The front end is deployed on a single Unix machine with two CPUs and the CPU usage is stable below 50%.
- Targeted response time of 3s for a search was over achieved, with an average response time below 1s.
- The average handling time per call was reduced after the introduction of the system due to the super fast front end and the easy navigation through the content.
- The training time for the call centre agents was reduced due to the highly intuitive User Interface that replicates some of the MS Windows look and feel.

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D'Polaris

No.	Dealer Code	Period	Amount (RM)	View
1	64321-12345	01-10-06	\$121.00	View
2	64321-12345	01-10-06	\$144.00	View
3	64321-12345	01-10-06	\$100.00	View
4	64321-12345	01-10-06	\$139.00	View

Total Amount: RM427.00

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Requirements

- An information knowledge front-end that supports dealers to very quickly access accurate, properly approved and timely information that is relevant to its products and services and allow for DiGi the opportunity to conduct up sell and cross-sell, directly to the dealers.
- Providing a unified communication platform between DiGi and Dealers. Strengthen the relationship and partnership between DiGi and Dealers, and subsequently increase loyalty with continuous support and providing better dealer management to DiGi.
- An information knowledge repository that captures and store content that is accurate, properly approved and timely information which exploit the full value of the content by maximizing meta-tags (data about data) that properly describe the content stored.
- A world-class content management system that would allow DiGi staff to extend the ability to contribute content to the repository that enforces time-critical and disciplined contribution of content that maximizes meta-tags with strict adherence to established workflows and approving authority structure.

Solution

- The Information Architecture in the Dealer Portal application is designed is such a way that it provides easy access to the most frequently used information by the DiGi dealers.
- To provide users such as the DiGi's staffs the ability to publish web content easily and efficiently, with no need for technical knowledge.
- To provide users such as the DiGi's dealers a single portal interface for accessing to DiGi's product and services with value-added tools assisting dealers in operating dealer-based operations.
- To provide a unified communication platform between DiGi and Dealers with upto- date information with the easy navigation and better user experience for DiGi's dealers. Subsequently, resulted in improvement of communication, increase cost saving and simplify the operations.

Result

- The deployed solution serves the DiGi's dealers in nationwide.
- The dealers are able to access their sales performance report after they login into the portal based on different branches.
- Access to DiGi marketing and product information anytime.
- The dealers can apply for certain services online rather than the traditional way via fax. Hence, it reduces the processing time of applying for DiGi services.