

An aerial, top-down view of a diverse group of people in a public space, likely a transit station or a busy street. The floor is dark grey with a grid of light-colored rectangular tiles. Many individuals are looking down at their smartphones, some holding them with both hands, others with one. A few people are wearing large, over-ear headphones. The lighting is somewhat dim, creating a moody atmosphere. The overall scene suggests a modern, connected urban environment.

Success Story:

Realizing true business agility whilst transforming the customer journey



In
collaboration
with



Entel set out with a vision to re-invent the consumer experience and ultimately create a business that is competitively positioned for the future. Working closely with lead solution partner Ericsson, the operator has designed and built a digital 'telco' journey through a business and full stack, end-to-end transformation.

About the customer

A leading telecommunications operator in Chile, Entel has also a growing operation in Peru. Based on the most modern infrastructure in the industry, Entel offers a full range of services, including mobile, fixed, data centre, IT outsourcing, contact center and a full range of new digital business, which allow it to deliver a distinctive connectivity experience to people, companies and corporations.

Entel Chile SA is one of the largest public companies listed on the Santiago Stock Exchange, with a market capitalization of US \$ 3,2 Billion at the end of 2017. Its property is distributed among 1,876 shareholders at year-end and the controlling shareholder is Inversiones Altel Ltda., subsidiary of Almendral SA.

www.entel.cl

The digital operator

Today the need to become a 'digital service provider' is widely accepted, but this hasn't always been the case. In recent years, a few forward-thinking operators have invested ahead of the rest to pioneer and lead development in digital transformation – re-inventing the consumer experience and ultimately creating businesses that are competitively positioned for the future. Entel is one of those forward-thinking operators. Their objective is to become the leading and efficient digital operator with the best customer experience in Latin America. With over 16 million subscribers and a continually growing customer base, the Chilean telecommunications company realized that they needed to transform digitally in order to become a more agile organization which puts the customer at the core of their business.

The start of their journey was based on the understanding that the changing dynamic of the future consumer base would require a new way for the business to engage and work – a business which is digital, personalized and agile.

One-click experience

Critical to this vision however, was the recognition that the business couldn't achieve this goal with the transformation of the 'front-end' experience alone – it needed to be a complete business transition – to put in place the end to end tools and processes to make real the goal of delivering a truly digital, simple, 'one-click' business.

The digital transformation project has touched every component of Entel's business and it has been no easy task. To implement the changes effectively, the solution architects ensured that open API's and the relevant processes, concepts and principles were applied including process decomposition, information modelling and revenue assurance and customer experience guides.

"We choose a partner, not a vendor, to do this exciting journey with us and the one that could understand our dreams, goals and risk sharing in the telco market arena was Ericsson."



Carlos Palito
Entel, Head of Digital Transformation

The challenge

Transform their IT landscape systems platforms and associated processes to offer their customers a service experience that meets the expectations of the digital society – the Netizen¹ generation – in which we live.

¹also commonly referred to as cybercitizens.

The solution

Ericsson Charging and Billing in One was deployed together with a re-design of back-end, processes and organization. Ericsson also implemented and provided application development and maintenance for a comprehensive suite of BSS/OSS solutions.

The result

As a result of the business transformation, Entel now provides consumers in Chile and Peru, with a consistent omnichannel experience increasing customer satisfaction while reducing the cost of customer interactions. The operator also has reduced its time-to-market for new product launches and empowers customers to self-manage their accounts.



A seamless transformation

The newly deployed solutions enable Entel to gain leadership in customer experience, product development, fraud prevention and revenue assurance.

With a new digital front and back end deployed, Entel have seen real, measurable business improvements from simplification including much faster time-to-market and better customer experience.

“Seamless, lean and “paperless” with a different time to market, and a better experience.”

Customers experience simplicity and ease in administering their accounts through

the ability to find information online, compare offerings, make online purchases, and get fast and automated deliveries. They are also able to receive promotions, share shopping and usage experiences, enjoy a seamless and real-time experience, use self-care or self-provisioning solutions, and self-configure services and devices.

From a business perspective, Entel now have the necessary tools to implement streamlined business processes and automation while focusing on enhanced, personalized and simplified customer experiences.

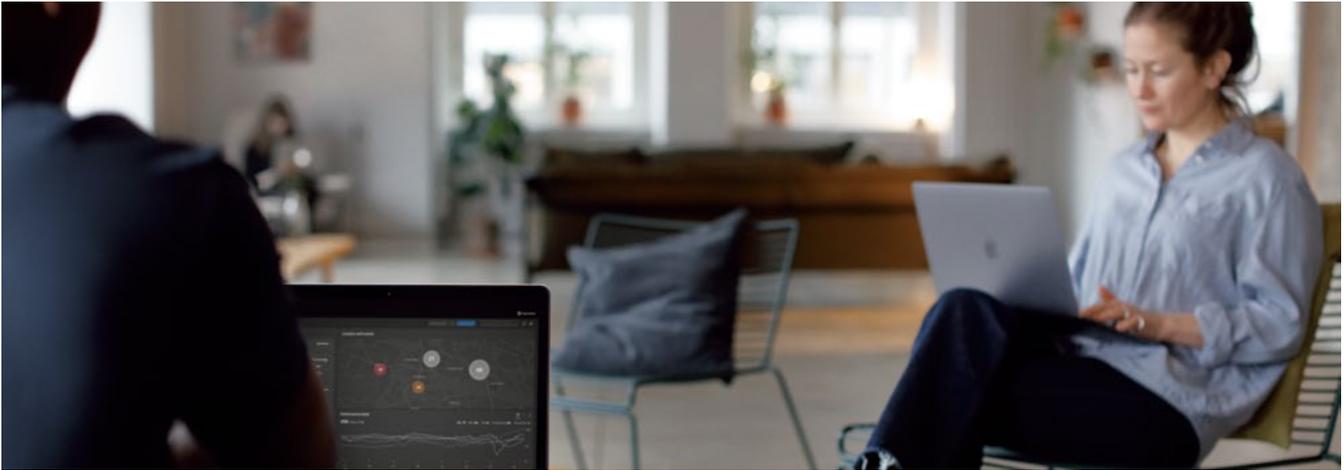
In summary, as a result of the business transformation, Entel can now provide consumers with a consistent omnichannel experience whilst also benefiting from new digital products and services, reduced costs, improved customer satisfaction and less churn.

“Entel and Ericsson are having to continuously adapt through agile processes.

The combination of the two companies strengths are in creating and focusing on the right results.”

*quotes on this page taken from Carlos Palito (Entel, Head of Digital Transformation)





A driver for Digital BSS, Ericsson Charging and Billing in One is our product catalog enabled, convergent charging and billing solution. It has evolved to meet operators increasing demand for end-to-end “best-in-suite” solutions that combine powerful business performance with cost efficient operations, management and deployment.

Charging and Billing in One provides the basis for Digital Transformation, enabling convergence and the introduction of a powerful product catalog to drive efficiency, reduce TCO and time-to-market and promote innovation.

Transform your business

Make your IT a business enabler that helps you to efficiently reduce cost and with fast realization differentiate with new digital offers for your customers.

Real-time flexibility

Get a single real-time, highly flexible, end-to-end system that supports convergent charging and billing for all market segments – retail, wholesale, residential, corporate, prepaid, postpaid, voice and data, fixed and mobile.

Simplify the user experience

Hide complexity, so users can move seamlessly from one service to another and try them out as they choose. Customers get real-time policy control and a single bill to ensure there will be no unexpected charges.

Empower your marketing team

Drive billing and charging from a product catalog, so marketers can use components to assemble new services and marketing initiatives and regain control of development, while reducing time to market.

The path to Digital BSS

Build a flexible evolution path to a fully convergent digital BSS environment, no matter what your starting point. Based on openness and public interfaces, smoothly integrate with external systems like CRM, ERP and point-of-sale. The modular architecture lets you flexibly adapt to existing IT environments and meet business objectives.

Ericsson enables communications service providers to capture the full value of connectivity. The company’s portfolio spans Networks, Digital Services, Managed Services, and Emerging Business and is designed to help our customers go digital, increase efficiency and find new revenue streams. Ericsson’s investments in innovation have delivered the benefits of telephony and mobile broadband to billions of people around the world. The Ericsson stock is listed on Nasdaq Stockholm and on Nasdaq New York.

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