



Pacific Century CyberWorks

Communication experts PCCW choose Esker DeliveryWare to deliver documents with 100% reliability



Hong Kong based Pacific Century Cyberworks (PCCW) implemented Esker DeliveryWare to send thousands of documents to customers every day. They chose Esker DeliveryWare because it delivers huge cost savings and improves customer satisfaction by getting documents out with 100% reliability – and all without changing the entire IT systems. PCCW is Hong Kong's largest

full service telecommunications provider, responsible for the vast majority of fixed telephone networks, one million mobile phone users and a growing ISP (internet service provider) network. Its extensive services include broadband interactive services and data centre/web hosting services. Customers include large businesses and individual users.

Configuration

- **System/applications:** IBM mainframe running proprietary ORION information management system
- **Required output:** High-volume automated fax and email, with ability to add web document delivery Esker DeliveryWare
- **System:** Esker DeliveryWare, connected to host via TCP/IP, with a capacity of 2,500 documents per day.

Rapid growth demands a better way to service customers

The IT team began looking for a new workflow program to enable PCCW's call centres to improve customer service to the expanding customer base. The prime objective was to use electronic forms instead of paper to reduce fallout cases and promote easy follow up.

Mr. Sum Wai Chun, Senior System Consultant at PCCW explains the challenge, "Originally staff would put a paper form in the out tray and every half hour forms were collected, batched, and manually faxed. Our first attempt at automating the process did not deliver the planned labour savings because the fax server we originally selected deteriorated over time. The error rate was eventually very high."

The search for a reliable solution

Mr. Sum Wai Chun cites the objectives as:

- **improve** service quality
- **achieve** zero fallout
- **improve** productivity
- **improve** the process of analysing Call Centre performance
- a **robust** solution
- an API (Application Programming Interface) to **fax enable** existing applications with ease
- the **ability** to handle large volumes of documents

- **guarantee** of service and support
- **look ahead'** features to take account of PCCW's changing needs

He comments, "Our business partner, Pacific Rim Solutions Limited, had introduced us to Esker DeliveryWare. The superior service and API support from Pacific Rim Solutions and Esker made Esker DeliveryWare the clear winner."

Jack Chow President of Pacific Rim Solutions Limited identifies an important strength of the product, "Unlike some products, Esker's software provides easy API which means the in-house developer has to write little code to integrate existing programs with Esker DeliveryWare. This makes it a faster and simpler process."

Switching to the new system

Mr. Sum Wai Chun explains the implementation process, "We used half of our 24 lines for the pilot test and ran both the old fax server and new Esker DeliveryWare in parallel as we migrated applications across to the new system. Hardware included fax port Dialogic CPI2400 to give us a compact integration interface with the telephone lines. We have integrated Esker DeliveryWare with our database server so we can bring customer records on screen and instantly send the required documents."

Jack Chow highlights the innovation of PCCW's solution, "PCCW is the first company to implement a document delivery system that utilises a full T1 telephone line, a single wire with 24 lines inside."

Total reliability means huge gains in productivity

Mr. Sum Wai Chun and his team are full of praise for the new efficiencies Esker DeliveryWare delivers. He notes the benefits as:

- **Agent Referral forms:** when agents receive a call from a customer that needs to be referred, they fill in a referral form electronically, and it is automatically directed to the right department to follow up.

“In paper savings alone we have gone from 14,810 sheets a month to zero. We save on paper, ink and the time staff once spent manually faxing and filing copies.”

Mr Sum Wai Chun ▪ Senior System Consultant ▪ PCCW

- **Customer requests:** customers who call for an extra service or for a statement now receive it instantly because our customer service operators bring the details up on screen and fulfill the request while the customer is on the phone to them.
- **Customer billing:** Bill inquiries used to take 15 minutes but now we instantly access billing information from our IBM mainframe and transmit to the customer in seconds.
- **ISP Service:** users can now receive and lodge their application form for our ISP services electronically.

Esker understands our market

Jack Chow who worked closely with PCCW throughout the project comments on Esker's role in developing a successful outcome, *"I've worked with a lot of foreign companies and what sets Esker apart is they really understand our unique economic and social conditions in Asia and work with us to deliver a technically sound solution. PCCW are experts in communication so they are delighted with the way Esker DeliveryWare enables them to communicate with each customer in the way they prefer, whether that is fax, email or wireless devices."*

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Counting the savings

Mr. Sum Wai Chun comments, *"Esker DeliveryWare is one of the few ways you can dramatically slash business costs while improving your service and systems. We save the cost of more than 10 full time employees. Our return on investment (ROI) is 12 months and we are already reaping the rewards of improved efficiency and greater productivity."*