

Thriving in a fast-moving market with the Appway Platform

Business clients don't wait. Delivering offers fast is crucial in the dynamic and highly competitive telecommunication market. The Enterprise division of Orange Switzerland wanted to boost its offer creation and approval process. With Appway's Business Process Management solution, they significantly reduced the time needed to generate offers.

Orange Switzerland's Enterprise division excels at adjusting its services and pricing to the needs of its business clients. Its marketing strategy is equally successful, generating an impressive number of prospects. So successful, in fact, that the company was finding it hard to keep up with the pace of offer requests.

Each highly customized offer had to be pieced together manually, based on templates and checklists. The time needed to generate offers was simply too high in such a fast-moving market. Occasional errors were hard to avoid. Managers lacked a transparent overview of tasks and processes. So the executive board set off looking for a solution to improve and automate the whole offer creation and approval process.

The board wanted a fully electronic, cloud-based solution that could be implemented fast. The flexibility of Appway's BPM platform convinced them. It meant that the solution could be easily adapted to changing products and policies. This was the best guarantee that their investment would return lasting benefits.

«The introduction of the new "Offer Tools" is the answer to the ongoing price war in telecommunications. Since its introduction, we respond more efficient and thus faster to customer requests, which in turn can be a competitive advantage.»

Ezio Tauriello, Solutions Manager Orange Switzerland

RULE-BASED APPROACH

Visual business rules and processes are a perfect pair. With rule-based routing approvals always follow bank policies. Rule-based data validation and form filling ensure quality and a fluid process



By offering complete real time status overview, decision making support and event monitoring automatically initiating necessary tasks.



The underlying Appway platform allows for very fast go live, keeping the needed flexibility to adapt to ever changing regulatory requirements.

Fast implementation for fast processes

With the Appway Platform the development time was reduced to a mere six weeks! The solution now guides the user through the offer process. Business rules guarantee single data input. They automatically route offers to the appropriate person for review and approval, respecting Orange signature policies. Offers are dynamically created, based on a component repository with standard text blocks, pictures, tables and price plans – everything fully browser-based. Managers can keep track of the process in real time thanks to a full offer overview, key performance indicators and a complete audit trail.

A key challenge of the project was that regular forms were not good enough to generate Orange offers, since these varied strongly in content and in length. So an entirely dynamic PDF generator was created. Based on business rules, this innovative tool lets users create endless variations of documents in a few clicks.

The solution went live after thorough testing, within less than three months of project initialization. But that was not the end of the story. A few days of Appway training gave business analysts the necessary tools to continuously enhance the platform. High maintainability ensures that the solution remains very responsive to changes in products and corporate policies – code-free and without costly investments.

Growing prospects thanks to efficient offer generation

Since introducing Appway BPM, Orange Switzerland's Enterprise division has reduced the throughput time for creating and approving offers by 70%. The company has translated the solution into four languages and is now using it at all its locations. The number of finalized offers it sends out to potential customers has been steadily growing.

Offer creation and approval has evolved from a template-based to a rules-based process. The new solution is not just a time gain; it also saves costs and limits the risks associated with data quality, integrity and completeness. All relevant information is asked upfront and errors or invalid service combinations are simply impossible. Moreover, all process steps are tracked and fully traceable.

Fast, reliable and clear offers are the best business card for a prospect. With its Appway software, Orange is solidly equipped in the race to win new clients. You never get a second chance to make a first impression.

ABOUT ORANGE SWITZERLAND

Orange Switzerland convinced its customers with the high flexibility and innovations. The company is the only operator in Switzerland who launched revolutionary HD Voice technology. Until now, HD has only impressed in visual applications, can now be used to enhance the voice quality of mobile phone calls to an astounding level. Furthermore, Orange Switzerland offers exclusively tailor-made mobile subscriptions called Orange Me with the concept "take what you really need".

ABOUT APPWAY

Appway, the global leader in client onboarding for the finance industry, transforms ordinary process interactions into outstandingexperiences at every touch point. The company's industry-specific expertise and software add instant material and operational value by automating and connecting outdated manual process activities within one, seamless, web-based environment. Established in 2003, the Swiss company is headquartered in Zürich with offices in Lugano and New York. Today, Appway's specialized client onboarding solutions serve more than 100 of the world's most recognized financial institutions in Europe, Asia and the Americas.

6 WEEKS

The complete Orange offer solution was created in an amazing 6 weeks. After thoroughly testing of the newly implemented business rules, it went live within another 6 weeks.

70% FASTER

The end-to-end process implementation allowed reducing process run-time by two-thirds. This is made possible by optimizing flows, reducing manual touch points and by automation.

40% MORE PRODUCTIVITY

While increasing the quality of offer management and reducing error rate to nearly zero, the total number of offers handled per employee could be increased by 40%.

«Thanks to the cooperation with Appway, our back office employees have more time for individual support of our Account Manager. Customized quotes are being created with the advanced "Offer Tool" on the fly. Through the automatic approval process, quotations are approved quickly by the right responsible persons.»

Ezio Tauriello, Solutions Manager Orange Switzerland



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