

## Communication experts PCCW choose Pulse to deliver documents with 100% reliability

**Hong Kong based Pacific Century Cyberworks (PCCW) implemented Esker Software's Pulse to send thousands of documents to customers every day. They chose Pulse 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 alike.

*"Now we have a totally reliable document delivery system that reports with truth! If it gives us a 'successful' status we know it's a fact. Our Call Centres use Pulse to handle thousands of documents every day with absolute accuracy."*

Mr Sum Wai Chun, Senior System Consultant, PCCW

*"For every customer enquiry we save 3 minutes of service staff time and 5 minutes of support staff time, which is a huge increase in productivity when multiplied across all our call centre staff."*

Mr Sum Wai Chun, Senior System Consultant, PCCW

### 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

The features PCCW sought were:

- 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

### Rapid growth demands a better way to service customers.

The IT team began looking for a new workflow programme to enable PCCW's call centres to improve customer service to the expanding customer base.

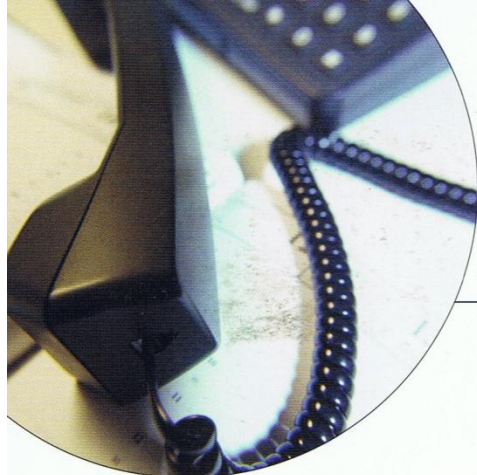
The prime objective was to use electronic forms instead of paper to reduce fallout cases and promote easy follow up.

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."

*"Instead of it taking 15 minutes to respond to and process a request the job is now done in real time, instantly."*

Mr Sum Wai Chun, Senior System Consultant, PCCW





*"Customer complaints have dropped by 20% which means dramatic gains in customer satisfaction."*

Mr Sum Wai Chun, Senior System Consultant, PCCW

He comments, "Our business partner, Pacific Rim Solutions Limited had introduced us to Esker Software's Pulse. The superior service and API support from Pacific Rim Solutions and Esker made Pulse 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 programmes with Pulse. 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 Pulse 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 Pulse 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."

*"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

## Total reliability means huge gains in productivity

Mr Sum Wai Chun and his team are full of praise for the new efficiencies Pulse delivers. He notes the benefits as: "**Agent Referral forms:** when our 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.

**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 fulfil the request while the customer is on the phone to them.

**Customer billing:** Bill enquiries 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."

*"We looked at other products but when Pacific Rim Solutions introduced us to Esker Software's Pulse it met our requirements perfectly."*

Mr Sum Wai Chun, Senior System Consultant, PCCW

## Counting the savings

Mr Sum Wai-Chun comments, "Pulse is one of the few ways you can dramatically slash business costs whilst 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."

## 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's Pulse enables them to communicate with each customer in the way they prefer, whether that is fax, email or wireless devices."



## Esker Software Background

Esker Software solutions enable intelligent access to and delivery of core business information from any data source, in any format, to any recipient. Organisations use Esker software to streamline information exchange, open new channels of communication, and achieve business objectives with new levels of speed and efficiency. Esker extends the reach of information technologies and shortens the distance between people and information. The company was founded in 1985 and is traded on the French Stock Exchange (Le Nouveau Marche': 3581). It has an installed base of two million licensed users worldwide. Esker Software's Australian subsidiary was created in 1997 and provides a vital, local link for service and support in a rapidly growing Asian Pacific market.

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