

Pace Telecom automates SAP Business One to enhance employee productivity and reduce costs.

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Jamie Hughes, Managing Director for Pace Telecom.

SAP Business One

TaskCentre®

The Leading Business Process Management Solution

Business Requirements

- ⇒ To remove repetitive administration task from the daily routine of skilled employees
- ⇒ To enable SAP Business One to seamlessly integrate with other company applications
- ⇒ To streamline the ‘customer retention’ and ‘win-back’ processes

Solution Deployment

- ⇒ The extraction, formatting and delivery of information to and from its SAP Business One application
- ⇒ The extraction, formatting and delivery of information from two separate bespoke databases

Business Benefits Delivered

- ⇒ Significant increase in employee productivity
- ⇒ Further enhancement of its customer retentions levels
- ⇒ Improved decision-making
- ⇒ Reduced operational costs
- ⇒ Automated reporting procedures
- ⇒ 100% improvement in accuracy of data entry activities
- ⇒ Platform from which to further streamline company operations

► Company

Pace Telecom

► Industry

Telecoms

► Geographies

United Kingdom

Case Study: Pace Telecom

AUTOMATING BUSINESS PROCESSES

TaskCentre

Orbis Software (UK)

Pace Telecom are a total communications company with highly successful divisions in the mobile and fixed-line domains. They also have an exclusive partner channel.

As an organisation, Pace Telecom employ over 40 members of staff and have a turnover of over £8m.

Pace Telecom and its initial interest in the Business Process Management (BPM) Suite, TaskCentre.

Having just successfully implemented the popular integrated ERP and CRM application SAP Business One, Pace Telecom became increasingly aware of the competitive advantages that it could gain from integrating this with two of its other company databases.

Specifically, these two other company applications harboured over 10,000 customer account details and Pace Telecom were looking for a seamless way to dynamically update records in SAP Business One when changes occurred in either of these two databases. Furthermore, Pace Telecom wanted these updates to trigger more sophisticated workflow processes when required.

These initial business requirements were highlighted by Jamie Hughes, Managing Director for Pace Telecom when he said, "We're a rapidly growing business and to continue on that path we need applications that can talk to each other. Relying purely on members of staff to spot customer changes, update SAP Business One and indeed carry out the administration that a change creates was not a cost that we wanted to absorb. This was the point at which we started to investigate the

capabilities of the TaskCentre BPM Suite."

Pace Telecom and its eradication of costly, repetitive administration surrounding customer retention activities.

Pace Telecom operate within a fiercely competitive industry and the level of success achieved by the company clearly demonstrates the quality of its products and services. However, as with all businesses, there are always opportunities to improve company processes.

One business process that Pace Telecom were particularly interested in enhancing further was customer retention. Although Pace have an exemplary record in retaining Vodafone customers it came at a price; that price being the need for employees to commit large amounts of their time to repetitive administration. The administration surrounding this essential business activity was something Jamie Hughes, Managing Director for Pace Telecom, wanted to remove from his colleagues workload, "Its widely acknowledged that retaining customers is 7 times cheaper than acquiring new ones. In light of this, we saw a great opportunity for TaskCentre's automation capabilities to enhance customer retention by removing the administration surrounding this process."

In this specific example, Pace Telecom used TaskCentre to monitor its SMTP gateway for inbound e-mails sent from Vodafone which had xls or csv attachments. TaskCentre would then interrogate the data within these attachments (which in this instance was showing pending

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disconnections), import that information into SAP Business One and set a follow-up activity for the CRM operative. The real commercial benefits gained from this automated process was stressed by Jamie when he said, "TaskCentre has essentially eradicated hours of repetitive administration and has been instrumental in the improvement of our customer retention rates."

Naturally, progressive organisations like Pace Telecom constantly try to improve business processes and in this example Pace extended its customer retention process to also streamline 'win-back' activities. Specifically, it modified its customer retention Task to monitor inbound emails detailing actual disconnections. TaskCentre then set an activity for the 'win back' team to call the clients.

TaskCentre and its automation of Pace Telecom's reporting procedures.

During the consultation process, Pace Telecom identified some 50+ automated processes that would reduce operational costs and, more importantly to company directors, improve employee productivity and performance.

In particular, the findings of the consultation showed that the daily, weekly and monthly creation and distribution of management reports was hindering skilled employees from conducting more revenue focused tasks. With this in mind, Pace Telecom used TaskCentre's Document Automation capability to automate sales, financial management, cash flow, profit & loss and balance sheet reports by

exception and scheduled event.

The benefits Pace Telecom achieved through automating its reporting procedures was stated by Jamie when he said, "The ROI TaskCentre delivered was immediate which is a bold but honest statement to make. All my colleagues are happy that repetitive administration has been removed from their working day."

Clearly, the addition of TaskCentre to its SAP Business One and Ability applications has made an important contribution to the operational efficiency of the company. Indeed, having automated 50+ business process ranging from Never Billed CLI's to the monitoring and reporting on data entry practices, Pace Telecom has positioned itself perfectly for sustainable and rapid growth.

Pace Telecom and its future plans for TaskCentre

Like all organisations using TaskCentre, Pace Telecom have a number of exciting plans for further deployment of the Business Process Management (BPM) Suite, TaskCentre. This was made evident when Jamie said, "As you can imagine, I'm naturally reluctant to go into specifics at this stage but we'll be creating a number of workflow solutions that interact with employees as and when required."

When Jamie asked to sum up his experience of TaskCentre so far he said, "TaskCentre has without question delivered an immediate ROI to the company and we feel it is the perfect complimentary solution to our SAP Business One and Ability applications."