


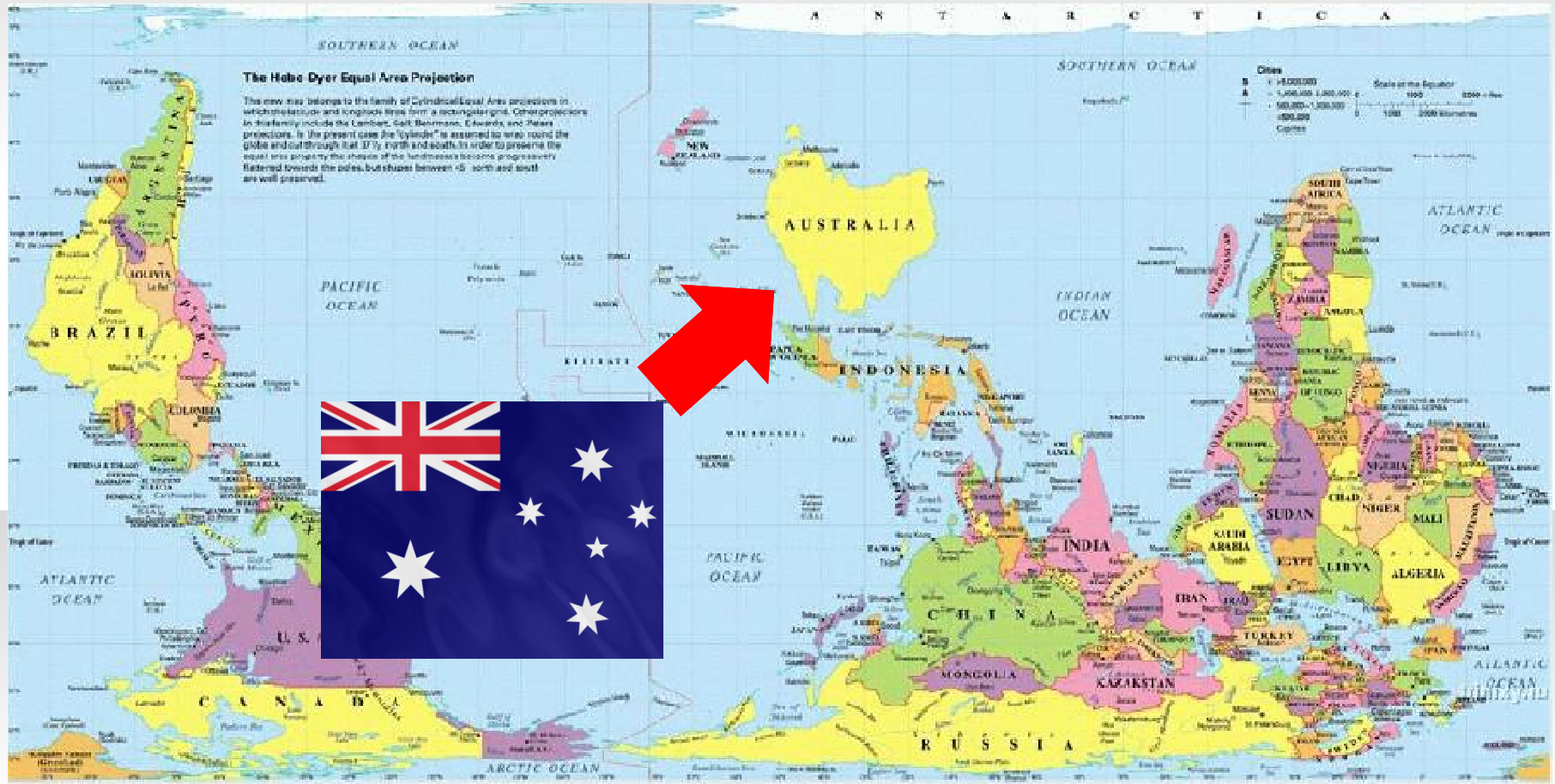
OpenCms in the Telco industry - A Tale from Down Under

OpenCMSdays 2009

Thomas Kutschi



**Once upon a time ...
... in a country far, far away**



AAPT's Situation –2004 A.D.

- Telecommunication company
- Telecom New Zealand subsidiary
- Result of massive M&A
- Aggressive marketing
- Sub-optimal operations/Fulfillment
- Bad support

The Poor CSR's ...

- As at July 2005 the total number of call centre applications was 402
- On average a CSR will use 80 applications per day
- There are approximately 5 billing systems, 4 OSS systems, 8 faults systems and 4 sales tracking systems (and many, many more..)
- Power CSR's need at least 2GB of RAM in order for their PC to be able to operate the various systems at the same time

The Website

- The website is currently completely static
- It costs \$30,000 in internal OPEX to change a word on a page
- We have a total of 24 FAQ's
- 20 of these advise customers to call AAPT

The heroes

- Head of strategy
- Four business owners
- Building up team from scratch



Strategic approach

- Step-Out Approach
 - Project separated from overall business
- New brand moments defined
- New core system
 - Greenfield approach for OSS/BSS
- Cross platform CMS

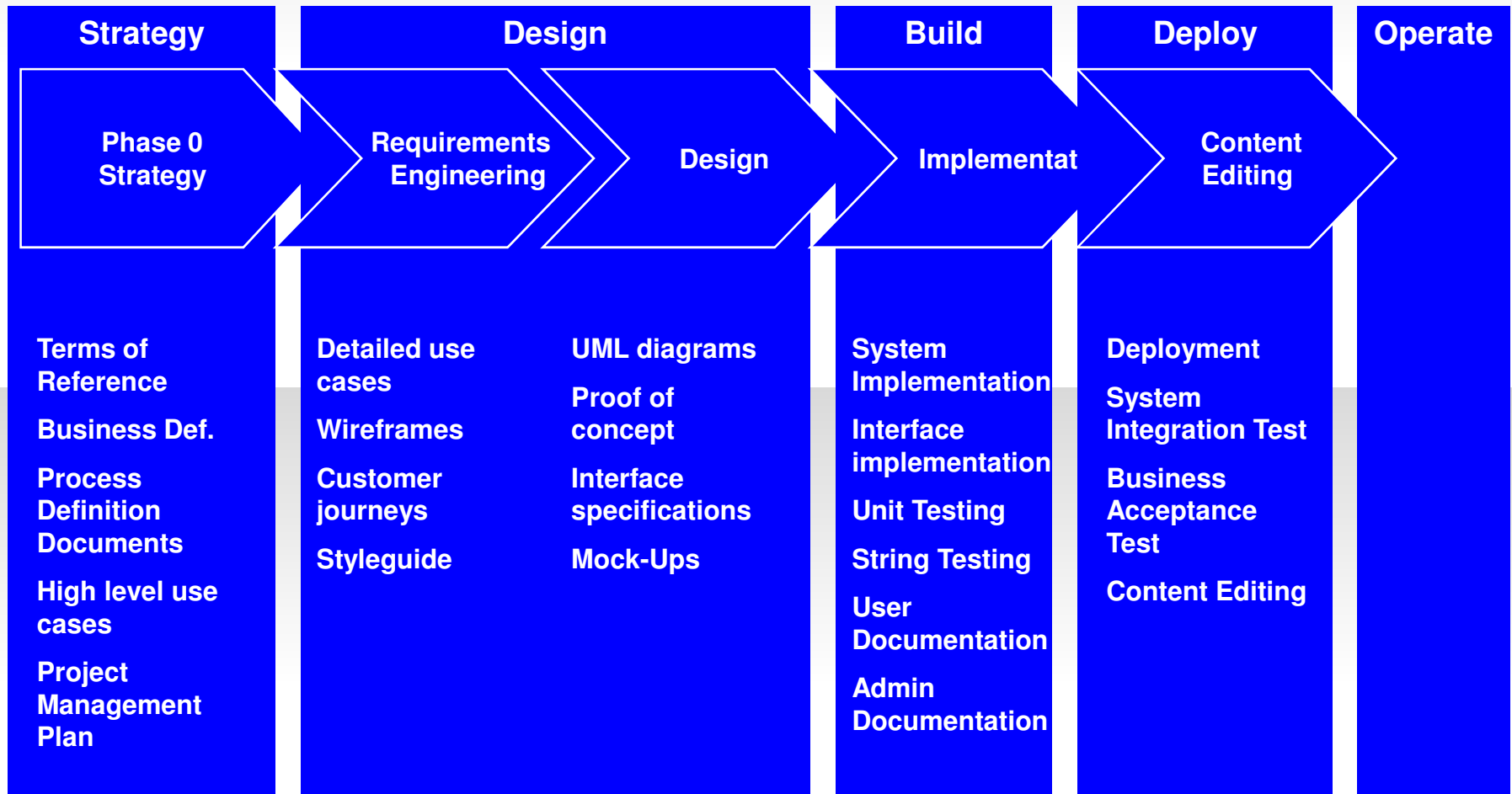
Communication

1. WebSite
2. Call Center
3. Marketing-Literature
4. Door-Knockers

- Full self service capability
 - Reduce cost in call centres
 - Improve customer experience
 - Improve response times
 - Increase Retention
- Virtualization
 - Virtual Service Operators
 - Customizable per Operator

Vision/Goal

Approach and Deliverables



10 months

- **Functionalities**

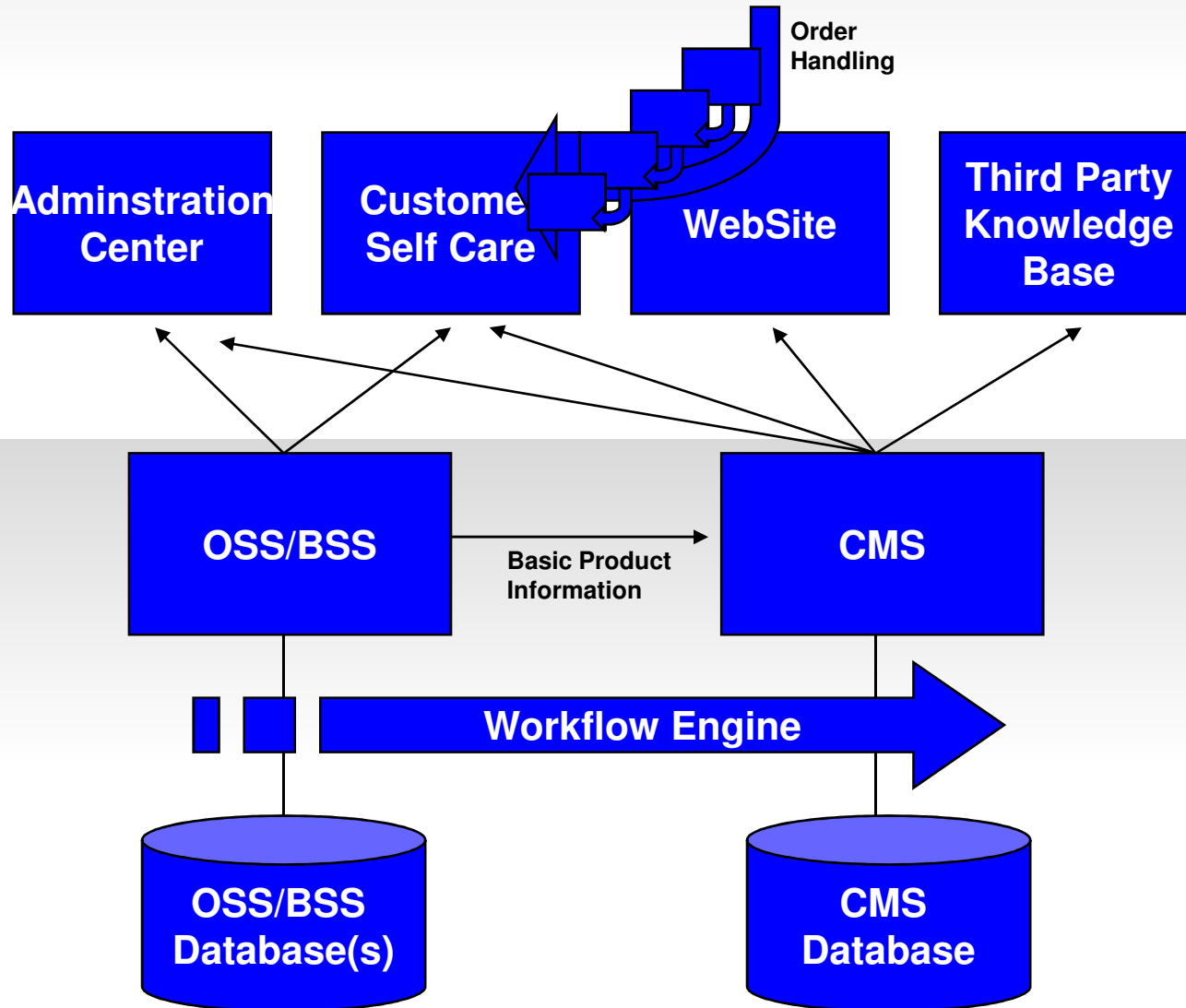
- Administration of low structured content
- Customizable Customer Self Care
- Offer administration
- Order Handling
- Order Picking

- **Non Functional Requirements**

- Scalable solution (clustering, distributed environment)
- Browser compatibility
- Sun Solaris as system platform
- n-Tier-Architecture

Requirements

Architecture



Screenshot

The screenshot displays the AAPT website interface. At the top, the AAPT logo is accompanied by the slogan "TELL IT LIKE IT IS". A search bar is positioned to the right of the logo. Below the logo, a navigation menu includes links for HOME, YOU & YOUR HOME, YOUR BUSINESS, ABOUT US, HELP YOURSELF, and SUPPORT & ADVICE. The main content area is titled "Home Phone options" and features four distinct Homechat plans, each with a price tag in a pink circle and a list of key features. A sidebar on the left provides a comprehensive menu of services, and a browser window on the right shows the page's source code.

AAPT
TELL IT LIKE IT IS

Search:

HOME YOU & YOUR HOME YOUR BUSINESS ABOUT US HELP YOURSELF SUPPORT & ADVICE

Operator: test
[Logout](#) [Print](#) [Help](#)

Home Phone Mobile Internet

Home Phone options

This is text and describes the help yourself and other AAPT services

Plan Name	Price	Description	Key Features
\$129 Homechat®	\$129.00 Per month (inc GST)	Pay \$129 a month for \$1000 worth of calls	<ul style="list-style-type: none">\$129 a month gets you \$1000 worth of calls for local, national and international calls and calls to mobiles*.Change your plan if your needs change.\$29.95 line rental per month is additional.Direct debit.
\$29 Homechat®	\$29.00 Per month (inc GST)	Pay \$29 a month for \$50 worth of calls	<ul style="list-style-type: none">\$29 a month gets you \$50 worth of calls for local, national and international calls and calls to mobiles*.Change your plan if your needs change.\$29.95 line rental per month is additional.Direct debit.
\$49 Homechat®	\$49.00 Per month (inc GST)	Pay \$49 a month for \$120 worth of calls	<ul style="list-style-type: none">\$49 a month gets you \$120 worth of calls for local, national and international calls and calls to mobiles*.Change your plan if your needs change.\$29.95 line rental per month is additional.Direct debit.
\$79 Homechat®	\$79.00 Per month (inc GST)	Pay \$79 a month for \$250 worth of calls	<ul style="list-style-type: none">\$79 a month gets you \$250 worth of calls for local, national and international calls and calls to mobiles*.Change your plan if your needs change.\$29.95 line rental per month is additional.Direct debit.

Additional Information

- Product offer group terms
- Service features

BearingPoint. Management & Technology Consultants

Explore

At home / Homechat
View all plans

If you want more bang for every dollar you spend on local, national, calls to your landline, the range of our Homechat® offers. Our plans mean that you'll get all the other benefits of choosing Homechat.

\$29 Homechat®

\$29.00 per month

Great if you spend \$30-\$50 per month on calls

- Pay \$29 and get \$50 worth of local, national, international calls and calls to mobiles (excludes some call types)
- Line rental on your home phone is only \$29.95 a month
- Flexibility to move between plans when your needs change at no cost
- Great rates on international calls to 59 countries
- Save even more when you bundle with an AAPT internet service

[Buy now](#) [More info](#)

\$89 Homechat®

\$89.00 per month

Good choice if you spend \$120-\$250 per month on calls

- Pay \$89 and get \$200 worth of local, national, international calls and calls to mobiles (excludes some call types)

\$49 Homechat®

\$49.00 per month

Ideal if you spend \$50-\$100 per month on calls

- Pay \$49 and get \$50 worth of local, national, international calls and calls to mobiles (excludes some call types)
- Line rental on your home phone is only \$29.95 a month
- Flexibility to move between plans when your needs change at no cost
- Great rates on international calls to 59 countries
- Save even more when you bundle with an AAPT internet service

[Buy now](#)

\$149 Homechat®

\$149.00 per month

Huge savings if you spend \$250+ per month on calls

- Pay \$149 and get \$500 worth of local, national, international calls and calls to mobiles (excludes some call types)

[Buy now](#)

At home / Internet

Engage

		Line rental	subscription
\$49 Homechat® + AAPT LiveNet 5			
\$49 Homechat®	Pay \$49 and get \$50 worth of local, national, international calls and calls to mobiles (excludes some call types)	\$29.95	\$49.00
AAPT LiveNet 5	50B monthly usage allowance and no excess charges		\$39.95
Setup Option: Professional installation	\$180.00		
Modem: WiFi 4-port modem	\$129.00		
		Total monthly spend	\$88.95
		Total line rental cost	\$29.95
		Total set up charges	\$30.00

[Buy](#)

Help yourself

All about me

To get started ordering your new AAPT service, we need a few details. This includes some personal details, your contact details and your preferred way to be contacted.

If you're already an AAPT customer and you want to add a new service to your account please call us rather than placing your order here.

All about me

Title: *

First name: *

Middle name:

Last name: *

Preferred name:

Services for my: *

Hint: If you prefer to be called by something other than your first name, type that here.

Hint: If you're signing up to an AAPT service for your home choose Residential.

How to get in touch with me

It's best to contact me by: *

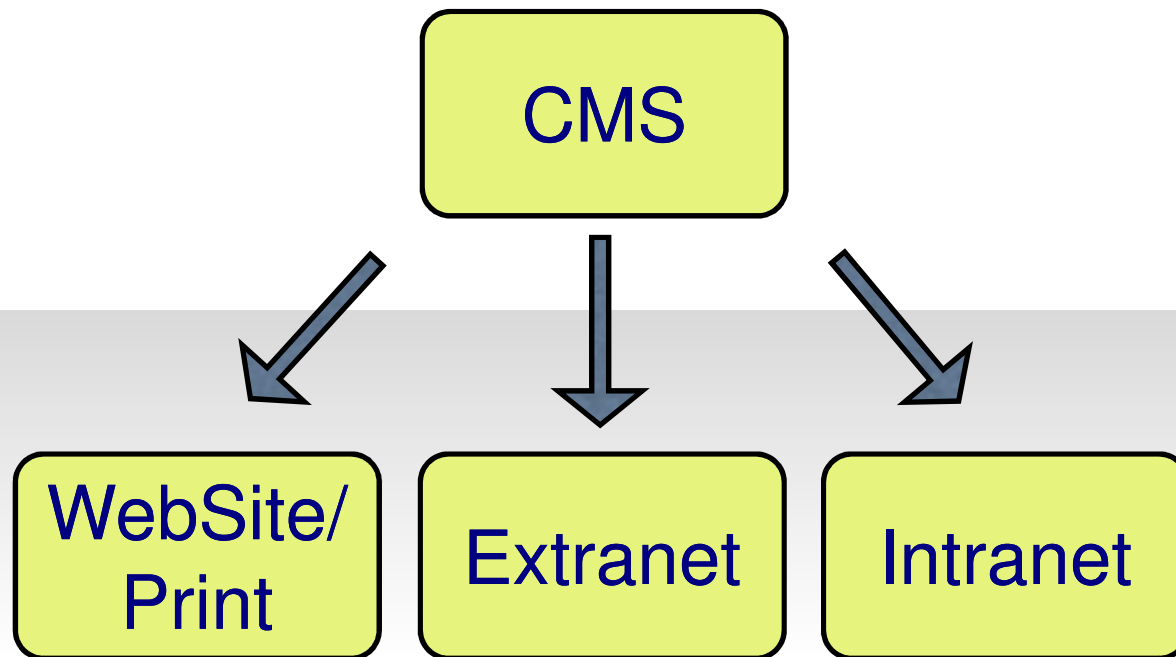
Hint: Just choose your preference here and we'll

SUPPORT AND ADVICE ?

Let me look in the knowledge base

[View all](#)

SSoT



End to End Content Management for Telcos

–Workflow based web content management

- Update Product/Pricing Information
- Other portal content
- Intranet content
- Partner Portals

The image displays two screenshots of the AAPT website's content management system. The top screenshot shows a detailed view of the '\$29 Homechat' product page, including its features, pricing, and additional information. The bottom screenshot shows a list of various home phone plans, each with its own price and key features. Both screenshots are overlaid with a red border and a blue arrow pointing from the right side of the page towards the content, indicating the flow of content management.

AAPT TELL IT LIKE IT IS

HOME PHONE PLANS

- View all plans
- \$29 Homechat®
- \$49 Homechat®
- \$79 Homechat®
- \$129 Homechat®

\$29 Homechat

Per month (inc GST)

Pay \$29 a month for \$50 worth of calls

- No lock-in contract
- No joining fees

Buy now

Key features

- \$29 a month gets you \$50 worth of calls for local, national and international calls and calls to mobiles*.
- Change your plan if your needs change.
- \$29.95 line rental per month is additional!
- Direct debit.

Additional information

- International rates
- Add-ons and extras
- Legal
- Smartchat guarantee

Next steps

Home Phone options

Plan Name	Price	Key Features
\$129 Homechat	\$129 Per month (inc GST)	Pay \$129 a month for \$100 worth of calls
\$79 Homechat	\$79 Per month (inc GST)	Pay \$79 a month for \$50 worth of calls
\$49 Homechat	\$49 Per month (inc GST)	Pay \$49 a month for \$20 worth of calls
\$29 Homechat	\$29 Per month (inc GST)	Pay \$29 a month for \$10 worth of calls

Key features

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Next steps

Duration order capture



Duration average order

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
[Redacted]						
15	16	17	18	19	20	21
[Redacted]						
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Time to market

January	February	March
April	May	June
July	August	September
October	November	December

CSR UI

AAPT
TELL IT LIKE IT IS

Username: [be_admin](#)
[Logout](#) [Print](#) [Help](#)

Products & Offers
Services
Messages
To do
Tasks
Enquiries
Customer care
Find
Account summary
Create Account
Profile
Orders

Services
Tasks
Invoices
Enquiries
Availability checks
Payments and credits
FMS file management
Accounts Receivables Tasks
Application Maintenance
Operator management
Billing management
Broadcast messages
Channels & partners
Number management
Offer management
Workflow management

CURRENT CUSTOMER [Show more](#)
Title: MISS Name: Nika Struck
Status: ACTIVE Account: 1010416145

SELECTED OFFER
Product Offer: \$49 Mobile Cap Service Type: Mobile
AAPT Service Reference: Status: Disconnected

Information
Change of service features is not possible due to service not being active, or due to processing of an order that is blocking changes

Summary Address Features **Extras and add ons**

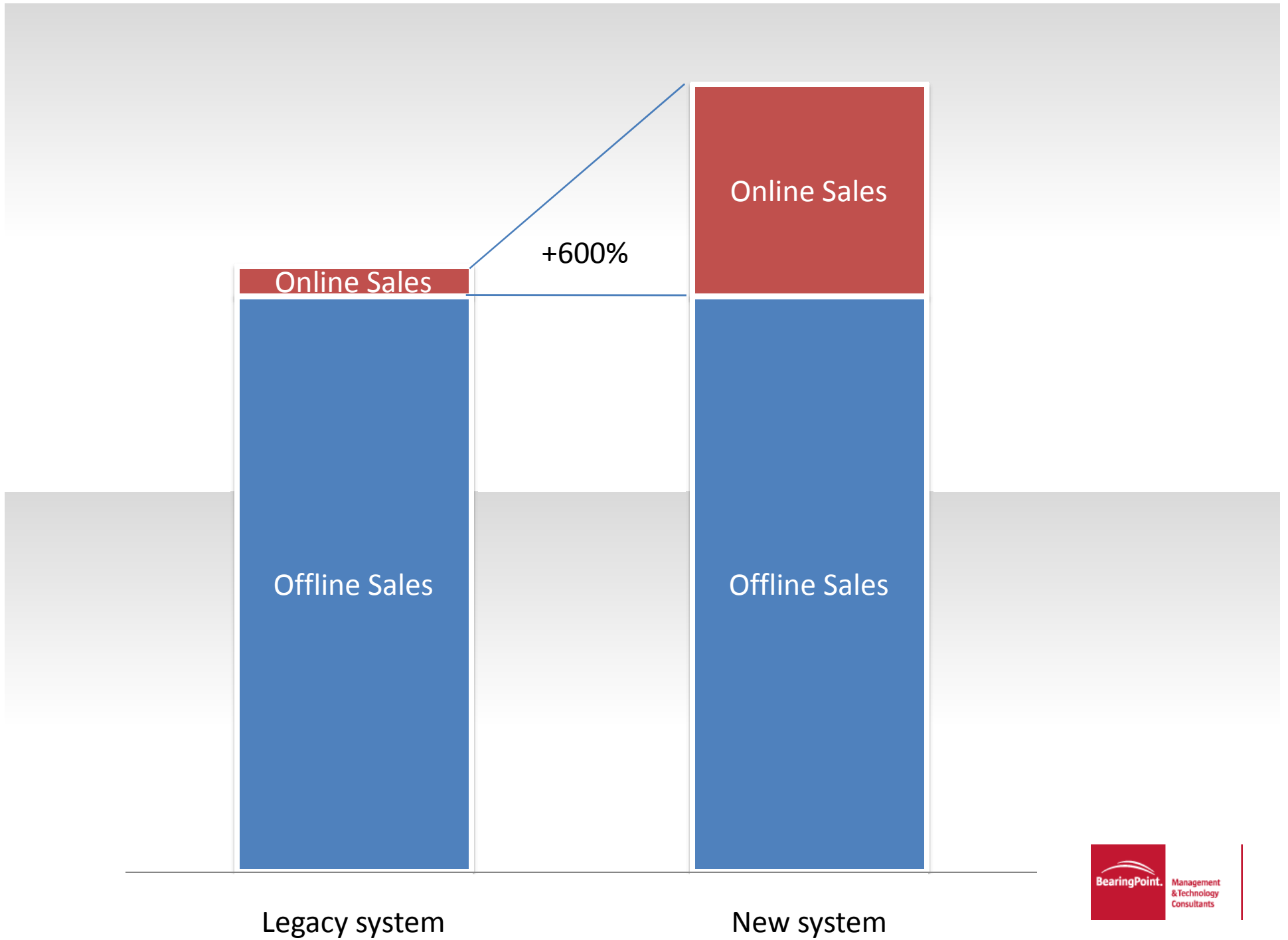
BARRING

Current applied bar level: Not barred
Current collection bar level: Not barred
Current user bar level: *

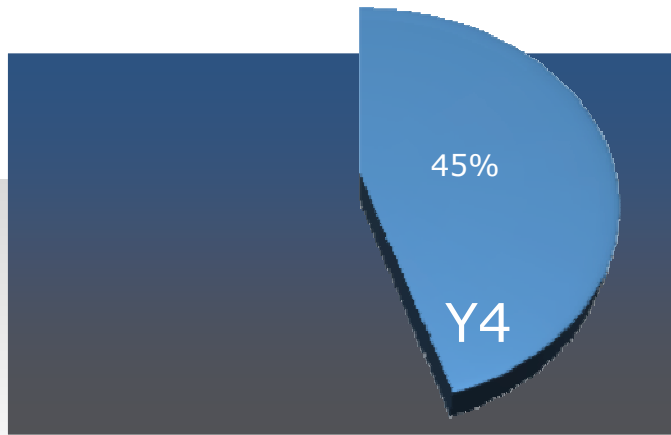
CALL CONTROL

Call control to forward or divert calls immediately
 Call control to forward or divert calls when you're busy
 Call control to forward or divert calls when you don't answer
 Call control to forward or divert calls when you're unreachable
 Block selected callers (based on their phone number)

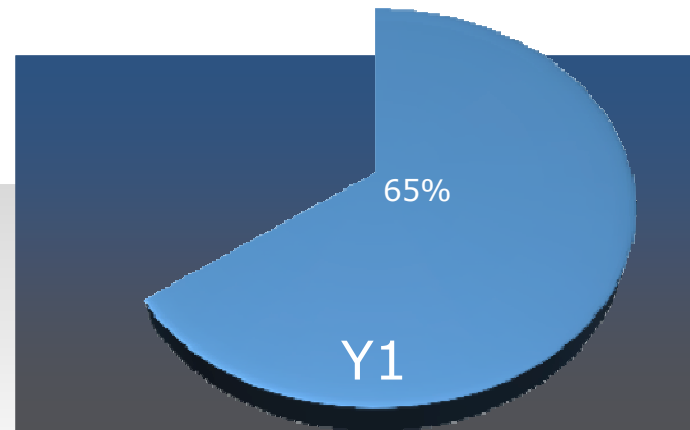
INCOMING BARS



Online Bundle sales

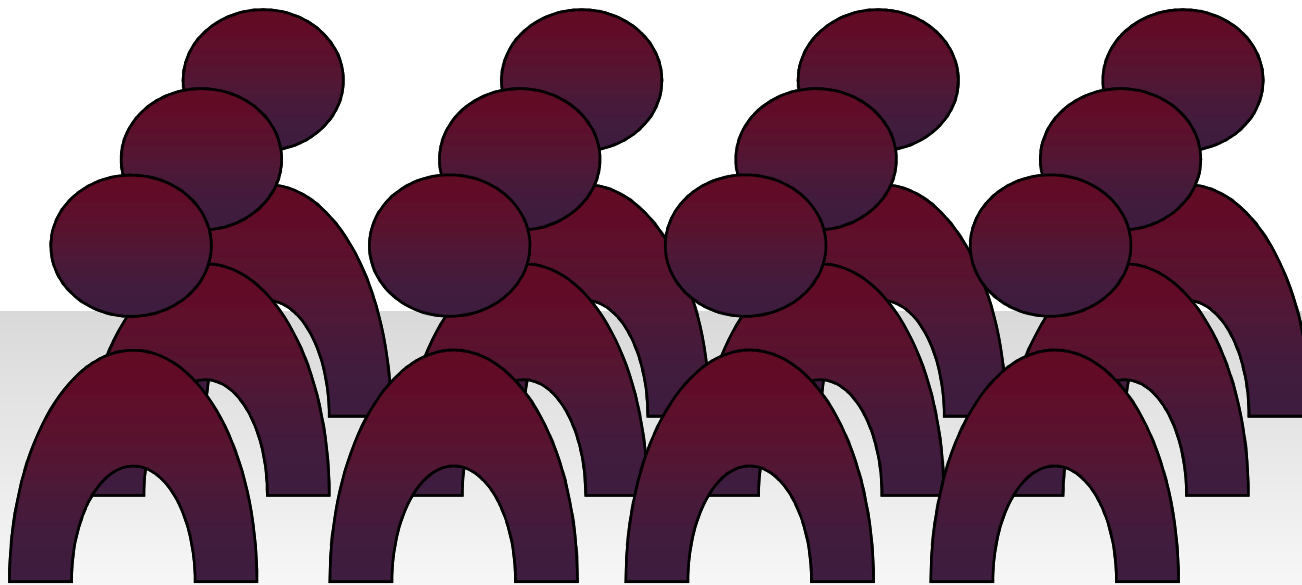


Legacy system



New system

of CSRs



Fact Sheet

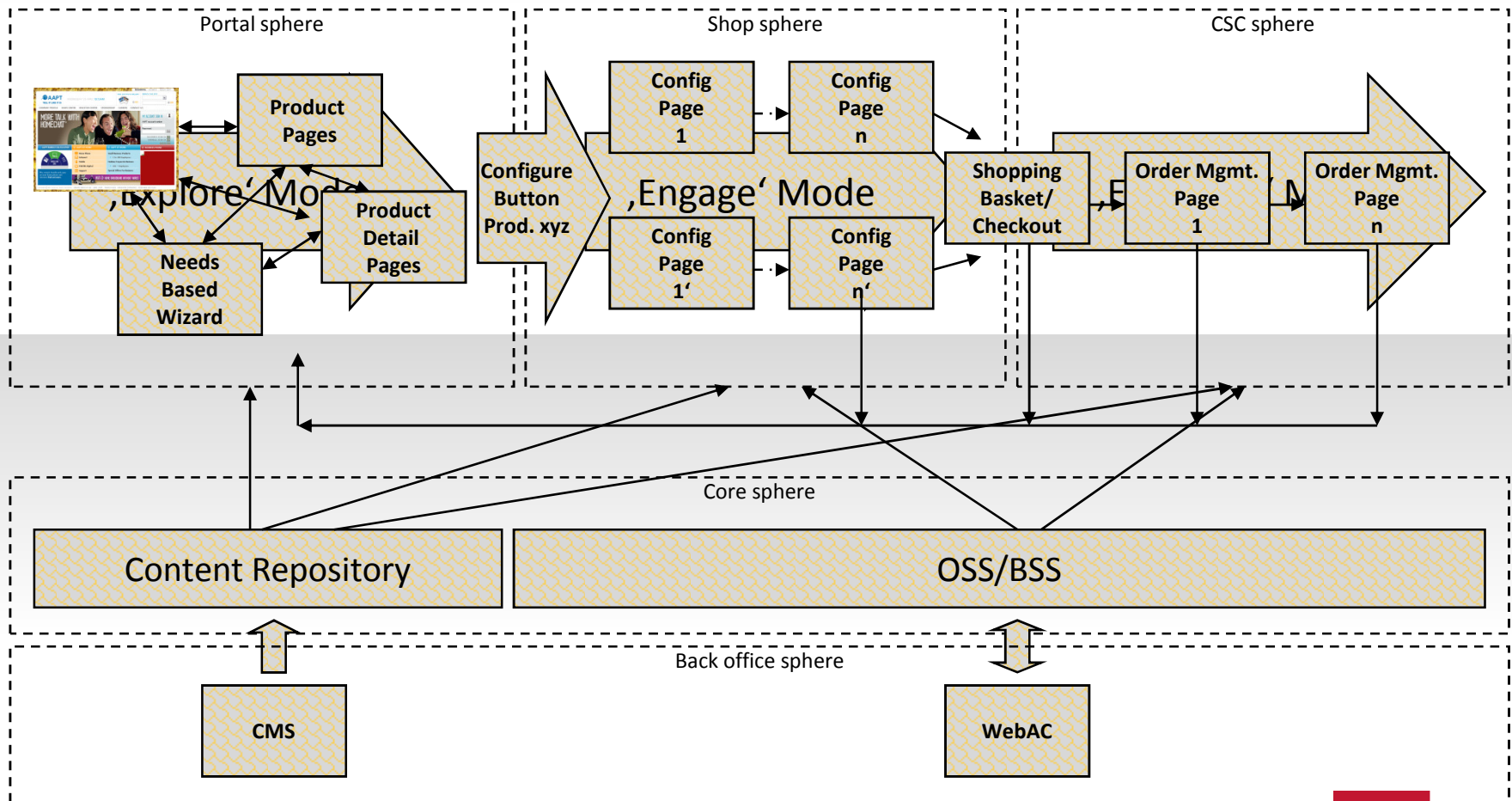
- Australian Telco, market attacker
- Subsidiary of public listed company
- Three platforms to be maintained:
 - WebSite
 - Customer Self Care Area
 - Administration Center for Call Center Agents
- Integration into OSS/BSS environment
- Platform used: OpenCMS
- Integration: via DTOs, WebServices, file transfers

Success factors

- Close relationship with project team on client side
 - Business owners
 - Agency
 - IT
 - OSS/BSS Team
- Sound domain knowledge
 - Dedicated, experienced team working in this area for years
- Sound industry experience
- Proven track record of CMS implementations
- Know-How transfer to clients staff
- Scalable OpenSource Solution based on Java

And they lived
happily ever after!

The next step?



And they lived
happily ever after?



I'll be
back!

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Let's talk!

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