

Market-leading Greek mobile communications company trusts IFS Retail for Telecommunications™ to streamline its customer relationships

Cosmote S.A., the leading mobile telephone operator in Greece, has been in operation for only 3 years, yet it covers more than 99% of the Greek population. The company prioritizes customer satisfaction at retail store level by providing high quality, rapid services with the help of IFS Retail for Telecommunications, which ensures that Cosmote has an efficient, user-friendly retail solution that provides total control over the services it offers. Moreover, the solution was installed quickly without the need for additional software.

In April 1998 Cosmote S.A. commenced its operations in the face of strong competition from two other mobile telephone operators already active in the Greek market. Although it was the last operator to enter the market, it had the asset of being a member of the strong OTE Group (Hellenic Telecommunications Organisation), which holds 58.98% of the share capital. For Cosmote, the situation was unique. In a very short time it managed to gain a significant share of the Greek market and developed a comprehensive sales network. The Cosmote Exclusive Shops were actually the most important part of the sales network, since they were the first to operate and had to deal with a wide variety of customer requests.

The Problem

In order to achieve its goal of capturing and retaining a large share of the market, Cosmote sought a complete business solution at retail store level in order to achieve high customer satisfaction as well as total control over the services it offered.



The Solution

The business solution required would have to be user-friendly and flexible. It would also have to provide a reliable front-end tracking transaction process that would be installed in a fortnight. The Cosmote IT Manager, Mr. Christopoulos comments, “We were looking for a quickly installed, affordable and efficient solution for reinforcing our position in a sensitive market.” In addition to meeting these

requirements, IFS had extensive experience of providing solutions for the telecommunications industry and the ability to deliver and install successful applications on time.

Implementation

The implementation process was initiated in mid-May 1999 and was completed in only two weeks. The system was customized, the users trained and the first Cosmote Exclusive Shop operational at the end of May. Mr. Christopoulos adds, “The IFS personnel were so dedicated and efficient. They were constantly at our side, acting in a very professional manner.”

Benefits

IFS Retail for Telecommunications was quickly implemented due to the component-based architecture of IFS Applications and without requiring additional software. It covered a wide array of functions, including retail inventory, invoicing, pricing and customer support. It was easily adapted by the users because of its sophisticated, but very flexible, architecture, which facilitated relationships between shops, employees, transaction codes and retail rules. Its ‘one screen for all transactions’ architecture and its interface ensuring the data flow with external data

systems reduced transactions times and offered users total control over each customer case. “In December 2000, Cosmote had captured the largest share of the contracts market (1,205,065 contract subscribers) and raised its total marketshare to 34.7%, with 2,061,011 satisfied customers,” explains Mr. Christopoulos “IFS Retail for Telecommunications has played a crucial part in keeping our customers satisfied and offering them quick, high-quality services.” Despite the short time frame allowed for the implementation, the application has proved extremely efficient, supporting fast and full tracking transaction processing and handling customer requests, from a purchase transaction to an out-of-box-failure return and from account payment to mobile 2nd level repair. “IFS Retail is a reliable and complete solution that covers all our retail needs,” confirms Mr. Christopoulos.

Hardware

- HP
- Work stations
- Windows-based PCs

Software

IFS Retail for Telecommunications

