Case Study: Customer Center Improvement for a Telecom Company

You are a consultant hired by "Telix "(TLX), a telecom company in the EU country, one of the leaders in the highly competitive market. The company offers various services, such as mobile, broadband, TV, and landline, to millions of customers nationwide. The company prides itself on providing excellent technical service and customer satisfaction.

Despite its remarkable technical services, TLX is committed to elevating its customer support to new heights. The agents in the customer center (located throughout the country) have to deal with a large number of customers who have different needs, preferences, and histories. The agents have to access multiple IT systems and databases to retrieve and update customer information, such as personal details, service plans, billing records, usage patterns, complaints, feedback, etc. The agents also have to follow various policies and procedures to handle different types of customer requests, such as activation, cancellation, upgrade, downgrade, troubleshooting, etc.

To stay at the forefront, TLX is embarking on a journey to transform its customer center into a powerhouse of efficient and personalized service. To accomplish this, they are investing in cutting-edge technology to empower their customer service agents with a holistic view of each customer's history, preferences, and needs by providing 360-degree information about customers coming into the center. The system will integrate and consolidate data from various sources and present them in a user-friendly and intuitive interface. The system will also provide suggestions and recommendations to the agents based on the customer's profile, behavior, and needs. The system will also enable the agents to perform various actions and transactions on behalf of the customers with ease and accuracy.

The main objective of this project is to create an information system that serves as the backbone of the enhanced customer center. This system should integrate seamlessly with all other IT systems across the company's operations, enabling the following:

1. **360-degree Customer Information:** The system should provide a comprehensive overview of each customer, including their account details, service history, past interactions, and any ongoing issues or requests.

2. **Real-time Updates:** It should deliver real-time updates to agents, ensuring they have the latest information at their fingertips, allowing for informed and personalized interactions.

3. **Integration with Existing Systems:** The system should connect with various IT systems supporting the company's business, including billing, network management, and CRM systems, to consolidate data and deliver a unified customer view.

4. **Enhanced Customer Experience:** Ultimately, the goal is to improve the overall customer experience by reducing resolution times, minimizing repetitive inquiries, and delivering tailored solutions.

The company has asked you to design and propose an information system supporting this customer center improvement project.