

opentext™

Success story

Canal Digital Kabel TV AS

Industry

• Media

Solution

• OpenText™ Communications Center CRM

Results



Digitized contracts and customer signatures immediately stored in the cloud



Immediate visibility within call center speeds up query handling and improves customer service



Field sales able to generate proposals and contracts face-to-face with customers using Apple® iPad® tablet, raising conversion rates



Integrated to Salesforce® CRM in the cloud, in realtime



Canal Digital Kabel customer proposals and contracts go digital and mobile in the cloud

OpenText Communications Center CRM provides real-time integration to Salesforce.com CRM, speeding up customer acquisition, and improving visibility and conversion rates

"The users very quickly accepted the intuitive solution. They can remain in the field for longer, create proposals and contracts more quickly and have improved conversion rates, ultimately reducing the cost of customer acquisition for Canal Digital Kabel."

Sindre Wrangell
Head of FrontEnd IT Development
Canal Digital Kabel AS



Canal Digital Kabel AS, part of Telenor Norway AS, is one of the largest TV and broadband providers in Norway. The company invests billions in infrastructure and new developments to ensure customers have modern and future-proof solutions. It delivers innovative TV and broadband solutions to more than 500,000 Norwegian households.

Canal Digital Kabel has a field sales force of around 150 sales representatives via an outsourced operation. When they visit potential customers, having discussed their needs, a proposal is constructed, and if the customer wishes to proceed, a contract is prepared and signed. For years, this process was paper-based, the representative writing the services required by hand as well as the pricing. This process was prone to error and even loss through paper being mislaid. The paper documents were then taken back to a central office for scanning and processing. This caused delays in bringing a customer online, as their details had to be entered into an aging, bespoke system and then double-checked.

Canal Digital Kabel, who used to use the cloud-based Salesforce.com for Customer Relationship Management (CRM), decided it needed to address the many shortfalls of this paper-intensive process. The company decided to move to an integrated digitized process with greater automation, leveraging its investment in Salesforce® to provide a single view of the customer. The objective was to improve the overall customer experience from quote to contract, improve the accuracy and efficiency of data capture and eliminate redundant steps, such as scanning and rekeying of data. By bringing proposals and contracts into the CRM environment, this would also provide greater visibility across marketing campaigns, field sales, call center and other customer interactions.


Selecting a cloud-based, realtime solution for optimum digitization and automation

The company's cloud strategy, and use of Salesforce.com led it to seek a solution that would enable its field sales reps to use Apple® iPad® tablets to prepare customer proposals and contracts and also capture customer signatures.

Sindre Wrangell, head of frontend IT development at Canal Digital Kabel explained further, ***"We sought a solution that would be capable of generating documents and updating our core CRM in realtime. We wanted to be able to generate customer proposals and contracts on the iPad and capture a digital signature. The information would then be available instantly at our call center, resulting in much better customer service if a query arose soon after the customer signed the contract."***

To achieve the goal, Canal Digital Kabel approached OpenText to investigate the capabilities of OpenText™ Communications Center CRM, which was in use elsewhere in Telenor Norway, albeit integrated to Siebel.

"Our colleagues elsewhere in Telenor were very happy with their OpenText Communications Center CRM solution and so we decided to investigate further," said Wrangell. ***"Working with OpenText, we set up a test environment and were impressed with the ease of configuration and the capabilities of the solution. As a result, we decided to go ahead."***



"The flexibility of OpenText Communications Center CRM meant that the solution was deployed quickly, without the need for any custom code development, only configuration. This was important for future supportability."

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Rapid deployment leads to quick returns with high user acceptance

Working with just one internal developer and one from external consulting firm, Accenture, Canal Digital Kabel undertook the vast majority of the setup and testing of Communications Center CRM in its Salesforce environment in less than one month.

“The flexibility of Communications Center CRM meant that the solution was deployed quickly, without the need for any custom code development, only configuration. This was important for future supportability,” explained Wrangell.

With the solution ready, the rollout to users began. Using the Salesforce mobile app on their iPads, sales reps access the customer account and prepare the proposal. If the customer accepts, a contract is automatically generated and the customer can sign directly on the iPad. The whole process is efficient and end to end with no breaks in data flow.

Communications Center CRM takes complete care of document generation quickly and effortlessly. Once a customer signs, a PDF contract is generated and emailed back to the customer for their records. The signed contract is also appended to the customer account in Salesforce. Everything happens in realtime and can be viewed immediately in the call center. With the old system, this information was not accessible for at least one to two days at best, plus there are very few errors now.

“The users very quickly accepted the intuitive solution. With realtime access, they no longer have to worry about paperwork, returning to the office, scanning the documents, and data entry. They can remain in the field for longer, create proposals and contracts more quickly, and have improved conversion rates, ultimately reducing the cost of customer acquisition for Canal Digital Kabel,” said Wrangell. ***“With map integration, the solution even helps them plan their appointments and route too.”***

Extending the solution to commercial clients and future plans

With the consumer contracts part of the business established and more than 11,000 contracts captured, thoughts turned to commercial clients. Covering businesses, hotels and multi-dwelling locations, the Communications Center CRM solution is used to construct the proposals and contracts, which are then printed for a wet signature to be obtained.

“As with the consumer side of the business, OpenText Communications Center CRM has allowed efficiency to be improved for commercial contracts too. Both data and documents are automatically stored in Salesforce, again providing an instant and complete view of the customer. We’re now looking at the legalities of using electronic signatures for these contracts too,” added Wrangell.

Canal Digital Kabel has successfully moved to an entirely digital and cloud-based process for consumer contracts, and is well on the way to doing the same for commercial clients. The solution has also opened up other possibilities for consideration; such as service tickets and the generation of associated documentation.

“We’re confident that with the knowledge we’ve built up and the support and backup provided by OpenText, we can continue to find ways to further streamline our processes and continue our journey of expanding our use of the cloud in a digital-first world,” concluded Wrangell.



About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit [opentext.com](https://www.opentext.com).

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