



# SAP Innovation Awards 2019 Entry Pitch Deck

Mi Claro | A Self-Management Portal not only for Customers

CLARO - AMX Argentina S.A.

# Intro Video



<https://vimeo.com/315972601/>

Password MICLARO19

# Mi Claro | A Self-Management Portal not only for Customers

## Claro – AMX Argentina S.A



### “Quote”

“This Project is a milestone for our Corporate Customers, they count with a web tool with power, fluently and simplicity as it is today. This tool will let us, our customers and our company to:

- Decrease management volume
- Speed ticket creation time up
- Increase analysis time of service claims
- Increase communication fluently with customer by accessing to CRM notes.
- Greater control of collection management
- Easy access to account statement
- Possibility to manage custom user profiles depending of customer needs
- Download Management information
- Overtake the notifications of scheduled tasks and proactive incidents
- Out customers have the possibility of generating set of technical and administrative procedures according to need.
- The Client can send us his comments on improvements and evaluations of the use of the web.

We have a long way to go traveling together, as we have more innovations that we have pending in the project backlog, aimed to reduce customer effort and generate better experiences, which make users continue to choose us as a company.”

Silvana Brach  
Customer Service Manager

### Challenge

Claro is an Organization that operates in an important part of Latin America, throughout history has acquired and has merged with Telecommunications companies in several of the countries where it operates, having as result multiple CRMs and billers. As part of systems evolution there is a highly complex on going CRM Project that migrates in phases the customers of the old CRM to the new CRM. The great challenge is to isolate the Client from the internal Project of Claro and that the self-management is totally transparent no matter in which of the CRM there is information.

### Solution

After implementing Offer-to-cash end-to-end scenario for Telco Industries (CRM, Rating and Billing) where except for the fulfillment (Order Manager) all processes were covered with SAP technology, we crowned the new architecture with the Self-Management Web for customers with SAP Cloud Platform. The native integration with SAP CRM and through RFCs with SAP ERP was complemented with access web services to the different legacy systems, providing Customers with the vision and integral management of their services and also to corporate users a 360 view of the Customer.

### Outcome

Mi Claro Empresas, The portal that consolidates all administrative and technical procedures for the client and allows self-management of services. It was extended to the commercial and support business areas to be able to consume in a single tool information distributed in different transactional systems.

30%

Fewer calls from customers to the Call Center

0 Sales-Support Interactions

No invoice inquiry or account statement

x3

Traffic of Self-Management Web tripled with respect to previous platform with a 100% availability



## Partner Information

### Softtek

**Sofftek develop a Partner strategic role in management, development and integral implementation of the solution. Has accompanied us ensuring the knowledge of the platform as well as the integration of the applications involved.**



To approach this project we thought of a partner that gets involved with us to achieve the business objective, to provide our clients with an exemplary experience.

For this reason we made the decision to share the project with Softtek, they gave us their expertise in SAP Cloud Platform with FIORI technology and work on the project with AGILES methodologies.

The results we have obtained tell us that we choose the ideal social for this type of work and we achieve high impact in our final customers, we have obtained together a product that meets the quality levels expected by our organization and the satisfaction of our customers.

Carlos Alberto Lopez

Head of Commercial Systems

Claro Argentina



## Business Challenge & Objectives

The new SAP Technology application architecture does not include former Self-Management application (in-house development), so it does not provide all the information to the customers as it is not integrated with SAP CRM.

We needed to accompany the digital transformation that the whole organization is approaching and, above all, innovating precisely in the applications related to the customer, which is the focus of all the actions and decisions.

In order to achieve this huge challenge we used the Design Thinking models and through thoroughly tested prototypes the Solution Development is completed.

The team work was key to achieve success in the Project, we involved Users from multiple areas and once the self-management portal was ready, the idea of expanding the portal came up for the rest of the Users who worked on multiple platforms today to achieve the 360 view of Clients and they did not have tools that support mobility.







## Project / Use Case Details

We designed and developed a digital platform in SAP CLOUD PLATFORM for Corporate Customers Service self-management. We provide our customers with a simple and user-friendly experience that also allows us to have a differentiating service in the Argentine Telecommunications market, increasing our market share and optimizing costs in the areas of Customer Services, Administration and Engineering.

The main features of Mi Claro are:

- Interact with the technical and administrative areas of the organization, manage access to the data center and download management reports (compliance with SLA).
- Access the account statement with invoice and payment information, download invoices and phone calls registry and adhere to Electronic Invoice.
- Report problems with the service in the Technical Incidents module, visualize the progress that the operators reflect and interact with the technicians to recover the availability of the Services in the shortest possible time respecting the pre-established SLAs.
- Consult the installed base with the detail of active services together with their technical characteristics and commercial conditions.
- All applications follow the concepts of coherence and simplicity (UX) and are multi-platform responsive.

With a differentiated Login integrated with the corporate credentials (SSO), the Commercial and Customer Services areas can access the same information than the customers:

- Account executives can find out if a customer's service has a technical problem or its financial situation.
- In case of needing assistance, the call center operators have exactly the same view as the Customer to be able to support it.

Before Mi Claro Empresas the Customer managed these operations through Call Center operators or interaction via email that took hours and even days to be resolved. With Mi Claro Empresas, customers can self-manage all these procedures online.



# Benefits and Outcomes

## Business / Social

- Omnichannel customer service (available anytime and available anywhere)
- Optimization of Contact Center costs in Client-Customer Service interactions

## IT

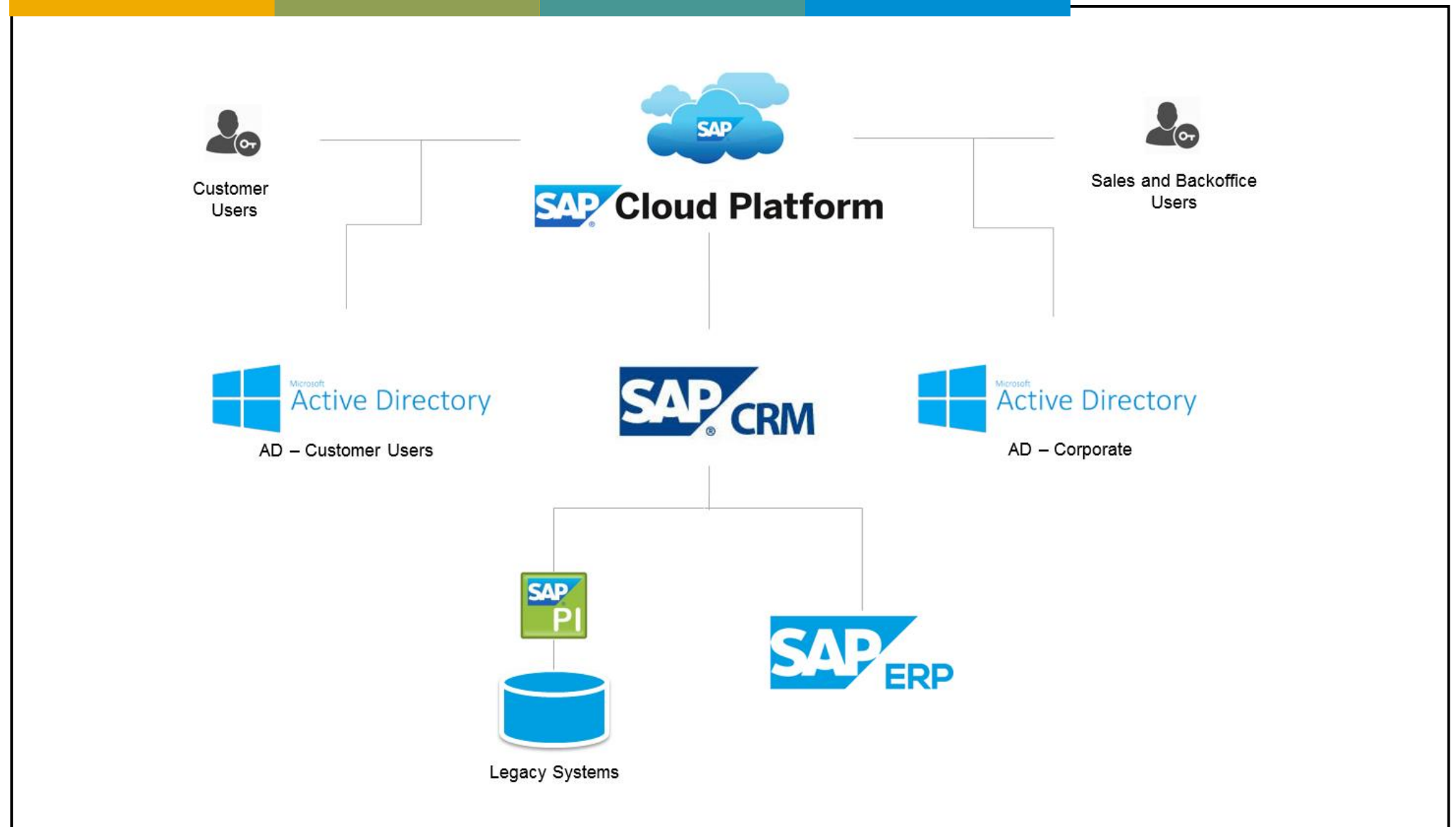
- Consolidate information from multiple CRMs in one application
- Less development time: in just 4 sprints of 1 month each we managed to implement the MVP (minimum viable product)

## Human Empowerment

- Easier access to information, improved ability to make decisions: An account executive who, prior to a meeting with a client, needed to start a session on a laptop, access a Wi-Fi connection and then VPN with Mi Claro Empresas has the information available on his phone
- Paperless: On line invoice inquiry encourage e-billing adherence campaign success



# Architecture







## Deployment

Date of Deployment or POC: OCT2018

Number of live users: 1k

### SAP Technologies Used:

SAP Cloud Platform (Enviroment: Neo)	Live
SAP CRM EHP4 for SAP CRM 7.0 (Netweaver 7.5)	Live
SAP ERP EHP8 FOR SAP ERP 6.0 (Netweaver 7.5)	Live
SAP PI (Netweaver 7.4)	Live

Server Processor: Intel(R) Xeon(R)

Linux Distribution: Red Hat Enterprise Linux Server



## Emerging Technologies and Use Cases

The following Emerging Technologies and use-cases are part of the project and describe the contribution

	Technology or Use Case	Yes/No	Contribution to Project
7.	Extending the digital core with SAP CP / ABAP in SAP CP	Yes	Custom Applications, LDAP Authentication for multilogin (Customers and backoffice)