



UNITEL

CASE STUDY

UNITEL SA

Angola's largest mobile telephony provider,
prefers CreaLog's voice portal technology

The most successful mobile telephony provider in Angola, Unitel SA, is currently using innovative technology from Germany to fully restructure its central customer service. The African enterprise, which has seven million customers, has opted for speech dialog systems made by CreaLog – with state-of-the-art voice recognition in both Portuguese and English.

AFRICA, A RAPID GROWTH MARKET

Africa is one of the fastest growing mobile telephony markets anywhere in the world. Whereas in 2000, only ten years ago, 20 million Africans owned a mobile phone, today there are over 400 million subscribers. The mobile telephony infrastructure is the backbone of the African communications landscape and increasingly enabling new business models.

This applies in particular to Angola and its population of 18.5 million people. In 1975, the South-West African state with its capital city of Luanda, gained independence from Portugal. Nowadays, with an estimated gross domestic product (2009) of US\$ 68.8 billion, Angola is rated as one of the ten strongest economies in Africa, currently showing the highest growth on the continent.

STANDARD QUESTIONS IN THE PREPAID SEGMENT

The 500 agents employed at the Unitel call center previously spent most of their time answering standard questions, a cost-intensive process. Only three of the workplaces were directly involved with the postpaid segment, the reason being that almost 99% of the mobile telephony customers use prepaid cards to make calls for an average amount of US\$ 25.00 a month. The mobiles used tend to be low-end and affordable.

The technical infrastructure at the Unitel call center had neither a fully fledged speech dialog system nor a CRM structure. Which meant that, in the absence of reporting procedures, there were no reliable statistics as to call volume and no real possibility of directed routing. Ultimately, all questions dealing with prepaid had to be handled via the call center.

BEATING OFF THE TOUGH COMPETITION

That was the initial situation when CreaLog entered the bidding for the Unitel SA contract. Following a sophisticated selection process, the Munich-based specialist beat off the international competition and was commissioned to implement a comprehensive voice portal system with 2,400 speech channels for the central customer service. Important decision criteria during the whole process were: platform stability and integrability, a simple browser-based administration system and a VXML development environment – which Unitel will draw on to further extend the Customer Care applications also supplied by CreaLog.

SELF-SERVICE FAQs PER PHONE

The nerve center of the CreaLog application is the intelligent prequalification of the Unitel customers and skills-based routing. Yet many other voice recognition services are also in place. In this way, prepaid and postpaid customers can get their FAQs answered on a self-service basis via the new Voice Portal – i.e. the routine questions users ask about credit balance, tariff information, card top-up requirements and activation or deactivation of additional services such as Voicemail, WhoCalled and NotifyMe.

The self-service facility with the prepaid and postpaid segments is set up bilingually: all the dialog announcements are available in both Portuguese and English. The highly efficient speech recognition system used by CreaLog also operates in both languages.

THE RESULT: CUSTOMER SERVICE WITH TRANSPARENCY

Parallel to the self-service facility relieving the call center agents of FAQs duties, the CreaLog Voice Portal provides Unitel for the first time with a whole array of statistical data – figures as to call center load, for example, thus making possible professional management and intelligent routing at the call center. Acceptance of self-service offers can also be evaluated. All in all, Unitel now has valuable information at its fingertips – about the menu items in the Voice Portal which are specially popular with callers and about the items which are perhaps less attractive.

PROJECT MANAGEMENT AND THE SPIRIT OF PARTNERSHIP

The successful realization of this project between CreaLog and the strongly expansive Unitel was primarily the outcome of professional project management with a focus on integrating all the partners concerned. The highly committed CreaLog team trained the Unitel employees on site in Angola. Furthermore, the speech dialogs for the Voice Portal were a joint development. Everyone involved is quick to emphasize the harmony of cooperation and the smooth system integration of the infrastructure already in place.

From CreaLog's point of view, the highly successful collaboration with Unitel is further proof that the company is well positioned to respond to telecom market requirements outside Europe. After Vodafone, A1 Telekom Austria, and Swisscom, CreaLog has now added a further market leader from the world's mobile telephony sector to its portfolio of customers.

INDIVIDUAL SELF-SERVICE OFFERS FOR UNITEL CUSTOMERS

- Information of card account status
- Enquiries of credit balance (prepaid) and credit expiry dates plus top-up procedures
- Tariff information for prepaid and postpaid
- Blocking of SIM cards and/or telephones (automated or via call center)
- Service activation – text messaging, MMS, mobile TV and push mail
- Request for a configuration SMS for the automatic setting of phones for SMS and MMS
- Connection to the agent in the call center

GENERAL INFORMATION SERVICE

- FAQs about voicemail, MMS, internet and data service use as well as procedures following loss of mobile phone
- Network fault management
- Intelligent marketing campaign management

„The rapid growth of our customer base requires the ongoing expansion of our resources and services, which is why we opt for partnerships with top-performing market leaders. In that process, CreaLog is helping us to offer our customers the best and most advanced services available in the market.“

AMILCAR SAFECA
UNITEL CTO



THE TECHNOLOGY BEHIND THE UNITEL SOLUTION

Redundantly designed and networked, the CreaLog Voice Portal for the Unitel customer service initially provided 2,400 channels. It is connected via SS7 to an Ericsson Mobile Switching Center (MSC) and has a multilingual speech recognition component as well as Text-To-Speech (TTS). The redundant system architecture is distributed over two locations. Network management is based on SNMP. To help Unitel create new speech dialogs, test and development systems have also been made available.

CREALOG SOLUTIONS FOR NGN AND IMS CAPABILITY CHARACTERISTICS

- Telco installations with up to 15,000 lines
- TÜV-certified platform for 1,680 calls per second
- Speech recognition and Text-To-Speech on all lines
- Statistics and caller synchronization in real time
- Multi-client-capable web front end
- Redundancy and fall-back concepts

ABOUT UNITEL

Unitel is Angola's largest mobile operator. An Angolan company, an example of success, and a reason for national pride. A modern company, with young staff, Unitel has revolutionized telecommunications in Angola by the quality and innovation of the services it introduced in the market, such as LTE 4G.

Since its inception, Unitel has been democratizing access to mobile phones and telecommunications, bringing together Angolans from north to south of the country, and easing the access of customers to its products and services.

ABOUT CREALOG

CreaLog is a leading supplier of voice portal systems in Europe with reference deployments in 30 countries. The CreaLog Platform features full web administration and is used by more than 400 customers in over 30 different market segments, operating around 60,000 installed lines.

Reference deployments include telecommunications providers and value added suppliers such as Deutsche Telekom, Vodafone, Swisscom and A1 Telekom Austria, Unitel from Angola, Post Luxembourg as well as many other renowned network operators across Europe. Furthermore, many corporate customers including PAYBACK (AmericanExpress Group), HypoVereinsbank (UniCredit Group) and other financial institutes, power utilities, TV stations such as 1-2-3.tv and Sky count among our long-standing clientele.

For more information, please visit www.crealog.com



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