

Élla Kommunikasjon AS

Service Improvements Recognized with Universal Self-Installation

The Company

Headquartered in Kristiansand, Norway, Élla Kommunikasjon AS (Élla) is one of the leading suppliers of global telecommunications solutions in Norway.

Élla Kommunikasjon was established in 1997 as Enit Sør AS and renamed in August 2002. Élla is owned 97% by Agder Energi and 3% Skagerak Energi. Agder Energi is owned 55% by 30 local governments in Agder, and Statkraft holds the remaining 45%. The umbrella consists of around 900 employees and 160,000 customers. Sales 2003 were approximately 2,4 billion NOK. (\$380M).

Élla's offerings and areas of operations and services include LAN2LAN, ISP services such as internet access with Triple play on fiber and ATM, web services, Internet Security, PABX, VoIP. They also provide storage and distribution of digital content, system integration and IT consultancy. Additionally, Élla offers fiber network installation for the home with a broader based district network. Through partnerships this network will be linked into the broader countrywide Norwegian Broadband initiative.



The Need

Élla's needs were many. They needed a new procedure which would efficiently and effectively manage the critical process of installation and turn up. Élla was looking to reduce the number of customer calls resulting from installation, as well as customer churn. Moreover, Élla was also experiencing poor brand recognition, which hindered the consumers' faith in the services received, often resulting in customer loss altogether. The cornerstone of Élla's value proposition is providing a first-class experience for their customers. They pride themselves in providing outstanding customer service. When provisioning new customers, Élla was using a manual installation tool developed by their internal IT department. This resulted in various problems, the most notable being dissatisfied new customers.

For one, the rate of calls to help desk during installation process was extremely high – approximately 45% of all subscribers were calling the help desk with issues involving the installation of their broadband service. In order to reduce the number of calls into the help desk, Élla needed to change their installation experience. However, most disturbing was the fact that 10% of all new service sign-ups were not completing the installation process. This represented the greatest loss since they had already been provisioned.

The Solution

Èlla came to Fine Point Technologies because the project was given the highest priority and needed to be implemented in a short period of time. The short timeframe encompassed the summer holiday period, when human resources, especially in Europe, were somewhat limited. After searching the market for a partner to create an appropriate software solution within a limited budget and timeframe, Èlla determined that Fine Point Technologies would provide the best solution.

Èlla was impressed with Fine Point Technologies' systematic approach of creating a baseline of Èlla's existing operations by conducting an in-depth analysis of their call center operation and order fulfillment process flow. This enabled Fine Point to create a detailed solution architecture which clearly articulated the solutions impact areas. This allowed Èlla to calculate the appropriate ROI and customer impact(s).

After extensive analysis of Èlla's call center logs and drivers, Fine Point Technologies created a customize installation process tailored to meet the specific needs of newly acquired customers. This solution was built on a "Step 1" Universal Self-Installation solution, which focuses on three main areas; qualify, install/configure and validate. This enabled Èlla to empower its subscribers to self install and manage installation guiding them subscribers through a series of graphical user interfaces and screen that reduce the complexities involved with previously manual broadband provisioning tasks and eliminates user generated errors.

In addition, Fine Point Technologies customized the user interface also allowed for Èlla to reinforce their service brand and brand image and messaging, thus addressing the problem of poor brand experience.

The Results

Fine Point Technologies' support automation technology was able to reduce Èlla's overall operating costs improving customer satisfaction. Customer install issues were practically eliminated which had a dramatic impact in reducing overall call volume. Fine Point Technologies' solution offered both automated and manual assistance in the "break/fix" area, as well as "implement/how-to" issues. This solution also runs service diagnostics that fixed potential problems before they occurred therefore the "Cannot connect" and "desktop configuration" issues were virtually eradicated. Support automation has helped Èlla to boost customer satisfaction ratings to the highest levels ever and, just as importantly, has contributed to a 5% increase in net operating margin.



"Before deploying the solution that Fine Point Technologies provided for us, our helpdesk had a very high number of calls related to the installing and configuration of their PC. After the installation with Fine Point Technologies' CyberTRUCK Solution was released, such calls were reduced to practically zero."

**- Dag O. Valsgaard,
ISP Project Manager**



Worldwide Headquarters
Fine Point Technologies, Inc.
139 Centre Street, 6th Floor
New York, NY 10013 USA
te +1.212.962.7410
fax + 1.212.962.7404

United Kingdom
Globix House
1 Olivers Yard
London EC1 Y1HQ, UK
tel: + 44.2075.264818
fax: + 44.2075.264816

France (Europe)
Les Algorithmes, Bât. Aristote A
2000, Route des Lucioles, BP 29
06901 Sophia Antipolis, France
tel: + 33.1707.18418
fax: + 33.1707.18419