



## Communication experts PCCW choose Esper DeliveryWare Platform to deliver documents with 100% reliability



Hong Kong based Pacific Century Cyberworks (PCCW) implemented Esper DeliveryWare Platform to send thousands of documents to customers every day. They chose Esper DeliveryWare Platform because it delivers huge cost savings and improves customer satisfaction by getting documents out with 100% reliability – and all without changing the entire IT systems.

PCCW is Hong Kong's largest full service telecommunications provider, responsible for the vast majority of fixed telephone networks, one million mobile phone users and a growing ISP (internet service provider) network. Its extensive services include broadband interactive services and data center/web hosting services. Customers include large businesses and individual users.

### RAPID GROWTH DEMANDS A BETTER WAY TO SERVICE CUSTOMERS.

The IT team began looking for a new workflow program to enable PCCW's call centers to improve customer service to the expanding customer base. The prime objective was to use electronic forms instead of paper to reduce fallout cases and promote easy follow up.

Mr. Sum Wai Chun, Senior System Consultant at PCCW explains the challenge, "Originally staff would put a paper form in the out tray and every half hour forms were collected, batched, and manually faxed. Our first attempt at automating the process did not deliver the planned labor savings because the fax server we originally selected deteriorated over time. The error rate was eventually very high."

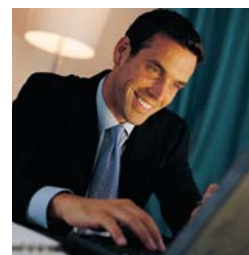
### THE SEARCH FOR A RELIABLE SOLUTION

Mr. Sum Wai Chun cites the objectives as:

- ◆ improve service quality
- ◆ achieve zero fallout
- ◆ improve productivity

- ◆ improve the process of analyzing Call Center performance
- ◆ a robust solution
- ◆ an API (Application Programming Interface) to fax enable existing applications with ease
- ◆ the ability to handle large volumes of documents
- ◆ guarantee of service and support
- ◆ look ahead' features to take account of PCCW's changing needs

He comments, "Our business partner, Pacific Rim Solutions Limited, had introduced us to Esper DeliveryWare Platform. The superior service and API support from Pacific Rim Solutions and Esper made Esper DeliveryWare Platform the clear winner."



Jack Chow President of Pacific Rim Solutions Limited identifies an important strength of the product, "Unlike some products, Esper's software provides easy API which means the in-house developer has to write little code to integrate existing programs with Esper DeliveryWare Platform. This makes it a faster and simpler process."

### SWITCHING TO THE NEW SYSTEM

Mr. Sum Wai Chun explains the implementation process, "We used half of our 24 lines for the pilot test and ran both the old fax server and new Esper DeliveryWare Platform in parallel as we migrated applications across to the new system."



***“In paper savings alone we have gone from 14,810 sheets a month to zero. We save on paper, ink and the time staff once spent manually faxing and filing copies.”***

— Mr Sum Wai Chun, Senior System Consultant, PCCW

Hardware included fax port Dialogic CPI2400 to give us a compact integration interface with the telephone lines. We have integrated Esker DeliveryWare Platform with our database server so we can bring customer records on screen and instantly send the required documents.”

Jack Chow highlights the innovation of PCCW’s solution, “PCCW is the first company to implement a document delivery system that utilizes a full T1 telephone line, a single wire with 24 lines inside.”

#### **TOTAL RELIABILITY MEANS HUGE GAINS IN PRODUCTIVITY**

Mr. Sum Wai Chun and his team are full of praise for the new efficiencies Esker DeliveryWare Platform delivers. He notes the benefits as:

- ◆ **AGENT REFERRAL FORMS:** when agents receive a call from a customer that needs to be referred, they fill in a referral form electronically, and it is automatically directed to the right department to follow up.
- ◆ **CUSTOMER REQUESTS:** customers who call for an extra service or for a statement now receive it instantly because our customer service operators bring the details up on screen and fulfill the request while the customer is on the phone to them.
- ◆ **CUSTOMER BILLING:** Bill inquiries used to take 15 minutes but now we instantly access billing information from our IBM mainframe and transmit to the customer in seconds.
- ◆ **ISP SERVICE:** users can now receive and lodge their application form for our ISP services electronically.

#### **COUNTING THE SAVINGS**

Mr. Sum Wai Chun comments, “Esker DeliveryWare Platform is one of the few ways you can dramatically slash business costs while improving your service and systems. **We save the cost of more than 10 full time employees.** Our return on investment (ROI) is 12 months and we are already reaping the rewards of improved efficiency and greater productivity.”

#### **ESKER UNDERSTANDS OUR MARKET**

Jack Chow who worked closely with PCCW throughout the project comments on Esker’s role in developing a successful outcome, “I’ve worked with a lot of foreign companies and what sets Esker apart is they really understand our unique economic and social conditions in Asia and work with us to deliver a technically sound solution.

PCCW are experts in communication so they are delighted with the way Esker DeliveryWare Platform enables them to communicate with each customer in the way they prefer, whether that is fax, email or wireless devices.”



#### **CONFIGURATION**

- ◆ **SYSTEM/APPLICATIONS:** IBM mainframe running proprietary ORION information management system
- ◆ **REQUIRED OUTPUT:** High-volume automated fax and email, with ability to add web document delivery
- ◆ **ESKER DELIVERYWARE PLATFORM SYSTEM:** Esker DeliveryWare Platform, connected to host via TCP/IP, with a capacity of 2500 documents per day.

#### **ABOUT ESKER SOFTWARE**

*Esker Software solutions connect people and information. Providing access to enterprise host systems and delivering business information from any enterprise source to any destination, Esker solutions include:*

- ◆ *Esker DeliveryWare Platform*
- ◆ *Esker Fax™, Esker VSI-FAX®, and Esker VSI-FAX® for Notes*
- ◆ *Persona® by Esker, SmarTerm® by Esker, and Tun® Plus by Esker.*

*Esker is traded on Euronext, the French Stock Exchange (Euroclear: 3581). With offices in North America, Europe, and Asia/Pacific, Esker has shipped over 80,000 document solutions and has a host-access installed base of more than two-million licensed users.*

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