

## Adobe® LiveCycle® ES and 4Point Customer Self-Service Solution for Telcos



### About 4Point

Adobe Solution Partner 4Point Solutions has many years experience delivering complex end-to-end solutions with Adobe LiveCycle ES. With expertise in creating rich, engaging solutions in all sectors, 4Point is a chosen solution provider for many Fortune 1000 companies. For more information, visit [www.4Point.com](http://www.4Point.com).

Build customer loyalty with a value-added self-service solution that also can introduce operational savings of 28 to 44%

Today's telephone companies (telcos) face a challenging landscape. The trend toward convergent services—such as Voice over Internet Protocol (VoIP), Internet Protocol television (IPTV), and mobile web—combined with increased customer expectations around services create pressure on providers. Delivering meaningful customer interactions can help companies capture market share and customer loyalty, making customer service a key differentiator. At the same time, telcos that look to simplify operational processes can reap competitive savings.

With Adobe LiveCycle Enterprise Suite (ES) software and the 4Point customer self-service solution for telcos, automated processes around customer acquisition and account management cut costs and create opportunities for business growth through improved customer relationships.



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#### Benefits of Adobe and 4Point solution

- Customers are brought smoothly into provider's systems
- Automated workflow for customer onboarding increases efficiency by two orders of magnitude
- Resource-intensive interactions are handled online, greatly reducing costs
- New customer accounts activated in minutes (rather than hours or days)
- Account management interactions are moved to a streamlined and intuitive self-service portal
- Through a rich Internet front end, customers gain greater insight into their account data and control over telephony features

#### Products used

- Adobe LiveCycle Process Management ES automates workflows and interacts with telco back-end systems
- Adobe LiveCycle Forms ES provides insight into data stream and form creation in case of error detection
- Adobe Flex® software provides framework for rich Internet portal
- Adobe AIR allows customer self-service via intuitive and interactive front end

#### For more information

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## Challenge

Operational inefficiencies can represent a significant portion of telcos' non-network costs. According to some estimates, when telcos streamline processes in non-network operations, the resulting savings can run from 28 to 44%\*. One telco company was able to cut the time to process orders from 20 minutes per order with human-assisted service to only a few minutes per order through self-service—demonstrating any move to self-service has an important impact on the bottom line.

Many telcos rely on manual processes to activate new services or to change or add account features, and manual actions are often necessary to bridge multiple systems. Manual account management is slow and error prone, resulting in customers that wait for services while changes to their accounts go through lengthy submittal, review, and approval processes.

## Solution

The Adobe LiveCycle ES and 4Point customer self-service solution offers telcos an opportunity to increase customer satisfaction and loyalty while reducing their operations costs. The solution uses the Adobe LiveCycle Process Management ES module to automate a provisioning process for activating new service orders. A self-service portal delivered as an Adobe AIR® application allows customers direct real-time access to their account data, as well as the ability to make feature request changes in real time. The application allows resellers to rebrand the self-service portal for their customers and offer them a rich internet application (RIA) centrally administered by the service provider. The solution works with existing infrastructure, tying together service providers' databases with telco-specific software, such as BroadSoft and SingleView. The solution makes use of Adobe's expertise with customer-centric service delivery and 4Point's deep experience using Adobe LiveCycle to develop solutions focused on simplifying complex processes.

## Results

With the Adobe LiveCycle and 4Point solution, telcos can more easily onboard new customers. By automating account-creation workflows, the solution can increase efficiencies by two orders of magnitude. Through the self-service portal, customers gain anytime visibility into their account data while having the ability to add or remove account features at their convenience. Moving from assisted interactions to self-service can result in savings of 85% on average.† In any industry where inefficiencies in customer onboarding and account management could benefit from streamlined processes and a customer self-service model, the Adobe LiveCycle ES and 4Point solution can help companies increase their opportunity for growth through delivering superior service.

\* Deloitte. 2009. Rethinking operational processes can offer telcos competitive savings. [www.deloitte.com/assets/Dcom-UnitedStates/Local%20Assets/Documents/TMT\\_us\\_tmt/us\\_tmt\\_telcocostred\\_090909.pdf](http://www.deloitte.com/assets/Dcom-UnitedStates/Local%20Assets/Documents/TMT_us_tmt/us_tmt_telcocostred_090909.pdf).

† "Self-service transactions average approximately 15% of the cost of their assisted counterparts." Source: Herrell, Elizabeth. 2008. 2008 Contact Center Technology Trend. Forrester Research, Inc.