

2019 Case Study

New Customer
Communication Solution
for O2

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I New Customer Communication Solution for O2

O2, the largest telecommunications service provider in the Czech market, is successfully implementing the transformative Simple Online Company program, which fundamentally innovates and streamlines the company's operations across product portfolio management, communication, customer and internal processes, reporting, finance, IT systems, infrastructure, and more.



An important part of the program was the selection of a new centralized customer communication solution.

This change was driven by the need to respond quickly and flexibly to the demands of a dynamically evolving and highly competitive telecommunications market, and to gain competitive advantages through high-quality customer communication. Equally important was the need to streamline sales and customer service processes, as well as to significantly reduce costs.

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After comparing globally available technologies and their implementation partners, O2 selected the Output Management solution from the Czech company Pro Document Services, built on the Scriptura Engage technology by the Belgian vendor Inventive Designers.

Since 2015, when the implementation of the new Output Management solution began, O2 has been able to gradually execute its new communication strategy. Initially focused on sales support and online services, the strategy expanded to cover all customer communications following the launch of the new billing system and CRM in October 2018.

O2 has gained the significant competitive advantages it expected from the implementation of the new Output Management solution and is now successfully building upon them.

"Customer Experience, Customer Satisfaction, and Customer Journey are concepts that are now central to the business strategies of every major company—including O2, which aims to be an undisputed market leader not only in telecommunications services, but also in the overall quality of services delivered to its customers. Innovation and efficiency in communication with our customers are a key part of this ambition.

By combining our in-depth understanding of the needs and evolution of the telecommunications market with the expertise of Pro Document Services in Customer Communication Management, Omnichannel, and Digital Customer Experience, we are able to define communication strategies that address our current requirements while also providing a clear long-term development vision."

Josef Dočkal

Director of Product Development and Digital Transformation

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Output Management in O2 Czech Republic

The Output Management solution centralizes all O2 customer communications, both service-related and commercial. In the billing domain, it processes invoices and detailed statements for telecommunications services, including electronic data formats.

Within business processes, the solution supports the creation of personalized offers, contracts, and documents related to the sale of services and devices. In the area of customer support, it processes notifications and information associated with the delivery of provided services. Overall, this represents tens of millions of communications per month in the form of printed and electronic documents, emails, SMS messages, and personalized content within the customer portal.

Based on the principles of multichannel communication, the Output Management solution generates documents or messages in the appropriate format and delivers them at the right time and through the right channel, according to the type of communication and the preferences of the individual customer.

The design of templates as well as the content of documents and electronic messages are fully managed by O2 teams. Within notification management, business users control content and configuration in real time.

Compared to previously used solutions, both implementation time (time-to-market) and the costs associated with customer communication have been significantly reduced.

The new Output Management solution was implemented as part of the Simple Online Company program, which included a new billing system, CRM, ordering, customer portal, DMS, and other key IT systems.

The solution is built on the Scriptura Engage platform, which is currently recognized as one of the most modern and fastest-evolving technologies in the field of customer communication.

The Scriptura Engage platform is used by a wide range of companies in telecommunications, banking, insurance, utilities, public administration, and other sectors.

"The implementation of a program involving the replacement of most key IT systems places significantly higher demands on suppliers in terms of reliability, quality, and delivery timelines. The failure of even a single component would have had a fatal impact on the entire program. This also applies to the Output Management solution, as it is an integral part of critical business processes supporting customer services with 24/7 availability. For these reasons, we approached the selection of an Output Management supplier with the utmost care. Choosing Pro Document Services proved to be the right decision. Throughout the entire project implementation, including during the critical phases of deploying the new IT infrastructure into production, we were able to rely 100% on their professionalism, flexibility, and commitment to finding solutions to meet our needs—even beyond the scope of their formal responsibilities. The choice of the Scriptura Engage technology also proved to be the right one, particularly in terms of integration flexibility, process implementation, and the design of our documents, which contain large volumes of data and complex conditional formatting. This capability became a major advantage when managing the numerous changes that naturally accompany a project of this scale".

Radim Musil
IT Operations Director

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