



**“Contextor sped up customer deliveries by 4 to 5 days.”**

**Alexandre Goetz** - Front Office Technologies Manager, Bouygues Telecom Enterprise

## Executive Summary

### BUSINESS CHALLENGES

- » Creating new accounts and activating lines were complicated, time consuming, and error-prone.
- » Processes involved numerous copy and paste actions from the CRM application to the operational application.

### SOLUTIONS

- » Contextor automated processes without agents having to do any operations in existing applications.
- » Created a single entry page for data entries along with automating the data flows.
- » Generated cohesive reports at the end of every process.

### RESULTS

- » Contextor decreased process duration from 2 minutes to 16 seconds.
- » No changes needed in any existing applications.

## KEY FIGURES

3 Months

Time to Market

0

Modification in legacy applications

60

FTEs (Full-time equivalent)  
at 50% of AHT Gain

From 120 to 16

Process Duration in Seconds

15%

Gain on Average Handling Time



Thanks to Contextor,  
Bouygues Telecom achieved  
ROI within 3 weeks

Time was the essence and  
Contextor delivered there:  
Time to Market was just  
under 3 months.

**ALEXANDRE GOETZ**  
Front Office Technologies Manager  
Bouygues Telecom

## Client

Created in 1994, Bouygues Telecom counts 10,394,000 mobile clients, 500,000 landline clients, 9000 employees, and sales above 5 billions euros in 2009. Having more than 2,000 simultaneous customers on the phone, Bouygues Telecom puts a great emphasis on being the best-in-class in customer service. For the 4th year in a row, Bouygues Telecom has been recognized as the best french operator when it comes to customer service.

## Business Challenges

On a daily basis, agents are opening hundreds, if not thousands of lines. This process is becoming more and more complex and requires longer operations, in different applications (mainly CRM and contracts). Agents on the field identified this as a true error-prone bottleneck in their daily operations. Furthermore, they explained they couldn't be 100% sure if the lines had been opened without any underlying issue in the systems. Likely adding to further assistance in future customer grievance.

## Solutions

After some research, Bouygues Telecom chose Contextor SAS to conduct an audit on their processes and offer practical solutions to their complaints.

Contextor experts chose to:

- » Create a single integrated point of entry for all the required data.
- » Fully automate the process across the different applications involved.
- » Maintain a consistent context between applications.
- » Improve existing processes (research, create user, create account).
- » Control data flows and validations in applications.
- » Create a single comprehensive report at the end of the process.

## About Us

CONTEXTOR SAS is the European leader in creating functional integration solutions for workstations. For analysts (Gartner, Forrester, CXP), Contextor provides a simple and unified automated work environment for customer-focused employees. Contextor has been deployed in different industries: Banking/insurances, Distributions/Telco, Energy, Public sector and services.

Contextor has demonstrated:

- » Quick and sizable agent professionalization
- » Better compliance with standards and legislation
- » Lowered operational costs (ROI of a few weeks)
- » Reduced user stress and increased motivation
- » Increased up-sell revenues

Contextor maximizes your customer relationship. Contextor has accelerated its "SMART SOLUTIONS" international growth.



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