



# Iristel increases productivity by 30% in the Call Center



## The Customer

Established in 2003, as a subsidiary of Canada-based Iris Technologies Inc., one of the world largest providers of voice traffic services (operating in Algeria, Angola, Canada, Cameroon, Cote d'Azur, Cuba, Egypt, Mongolia, Israel, Thailand, Turkey, Sri Lanka, Hungary and the Republic of Moldova), Iristel Romania has rapidly specialized becoming the sole retailer of international telephony services within the group. Currently, Iristel Romania provides a large variety of solutions and national and international telephony services and products, registering a rapid and constant growth of the number of clients, with an annual rate of 30-40%.

“ „We are a company with great potential but without a solid preparation for the future we cannot reach beyond a certain level. The old CRM system was the end of a road; Microsoft Dynamics CRM 2011 is for Iristel Romania a new road and a real support for business growth.”

Mario Pavoni, CEO Iristel Romania ”

## Business Situation

Considering the increasing volume of clients and related services and operations, Iristel Romania implemented in 2006 the Microsoft Dynamics CRM 3.0 solution, which became the main support application of the Customer support department. „Before 2006, we only had a database hosted on a web portal where we kept the record of the clients and numbers. It was an empiric and incoherent system “, explains Mario Pavoni, CEO Iristel Romania.

Along the years, the Dynamics CRM 3.0 solution has been gradually customized internally so the CRM could meet the company's business needs, being also integrated with the rest of the applications used by Iristel Romania (billing, instalments, destinations and fees, etc).

### Challenge

As the total number of clients was increasing and particularly the number of clients waiting in queue, the slow running of the old CRM 3.0 application became a major disadvantage, especially in the Call Center department.

### Benefits

- Increased efficiency of the Call Center department
- Increased customer satisfaction
- Extended development and customization possibilities
- Rapid adoption of the application
- Reduced IT effort and related operational costs
- Flexible platform that support company business development



### The Challenge

During the following years, Iristel has constantly increased its client base, related services and team.

In time, this revealed a series of technological limitations of the CRM solution, limitations which significantly influenced efficiency, especially among Call Center operators.

The main challenge they were facing was the slow functioning of the application, due not only to the communications lag but mainly to the fact that the application needed a long response time. The solution implemented by Iris Technologies Inc. Canada was operating on a constantly increasing database and was serving the entire clients network. Apart from decreasing efficiency of its own employees, Iristel Romania was facing the real risk of customer dissatisfaction, as they had to wait tens of seconds even for simplest inquiry which required the access to client files/data.

Technological limitations stood as a serious impediment for the IT department in its intense customization and development effort, triggered additional costs and, more importantly, caused long response times to customer and top management requests.

These technical difficulties also turned into real barriers for business development to new directions and areas of activity.

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### The Solution

As this type of problems were adding over the last years, in 2010, Iristel Romania analysed the opportunity of a system upgrade to overcome the existing technological barriers. The final decision to migrate from Microsoft Dynamics CRM 3.0 to **Microsoft Dynamics CRM 2011** was made at the end of the year.

The decision to continue with a Microsoft solution was determined by several factors. On one hand, users were already familiar with Microsoft applications and accumulated experience with the CRM solution provided by the company. On the other hand, Iristel's IT department had already developed a series of specific skills with this technology over the

“ *The collaboration with Matricia was very good both in the migration and development phases. We found a partner that understood our problems and we constantly searched for solutions until we identified the optimum one together.* ”

Mario Pavoni, CEO Iristel



“ After the analysis, we decided to migrate from CRM 3.0 to CRM 2011 by following a new model and a new structure of the database, similar to the old one, but optimized for the 2011 version. Thus we eliminated the need for an intermediary step – the migration to CRM 4.0, mandatory in case we kept the old structure – which would have required additional costs and time.

Horatiu Stancu, IT Manager,  
Iristel Romania.

“ Due to the new engine of Microsoft Dynamics CRM 2011 and the new database, the speed of response has increased significantly. Practically, any operation that took minutes, now takes only a few seconds.

Mario Pavoni, CEO Iristel

successive customizations and integrations of Microsoft Dynamics CRM 3.0 with the rest of the company applications.

As the 2006 implementation of the previous version was made in collaboration with an external partner, the process rolled out with some difficulty due to the lack of CRM experience of the local team but also to the differences of approach. Therefore, in 2010, it was decided to work with a local implementation partner and the choice was Matricia Solutions. Matricia Solutions is a company with extensive competencies in the CRM segment, with a portfolio of its own CRM solutions based on the Dynamics CRM platform.

The implementation process started at the beginning of 2011 with the analysis phase which was finalized at the beginning of March. Then followed the preparation phase and the actual migration, everything being finalized in August. The analysis, preparation and migration process was highly complex, with a series of specific issues. As the CRM is a critical system for Iristel Romania, the upgrade required a precise planning of downtimes. Therefore all data were migrated in 48 hours, a delicate operation because it required to turn off the old system to avoid the risk of de-synchronization and losing data, structures, e-mails, tasks, etc.

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### Benefits

Although the implementation of Microsoft Dynamics CRM 2011 was finalized recently and the customization, integration and development processes continue, Iristel Romania has already obtained a series of primary benefits which meet the main requirements of the company.

- **Efficient Call Center activities**

“ With a constant growth in the number of clients (approximately 11.000 clients in 2011) and services provided, efficiency in the Call Center activity was mandatory, but difficult to attain with the old CRM version. By migrating to Microsoft Dynamics CRM 2011, the duration of the client-agent interaction decreased significantly. This means that operations such as client account opening, verifications, new client configuration, etc. were performed much faster so the number of calls managed by an agent has increased with at least 30% and therefore, the number of clients in queue has also decreased significantly.



- **Increased customer satisfaction**

Increased speed in answering users' requests has had a double effect – increased satisfaction of call center agents and the entire staff that interacts with clients and especially increased customer satisfaction.

- **Extended customization and development possibilities**

The new Microsoft Dynamics CRM version has significantly increased the customization and development capabilities of the application. The new opportunities allowed the rapid development of a Self Service in the Customer Care area, which already provides very good results.

*„Self-service functionalities are only partly implemented at this moment but results are very good, on the provisioning side performance is greatly improved, the complete set-up of a new account is done in less time, etc. We wish to continue in this direction until we reach complete automization”, explained Mario Pavoni, CEO Iristel Romania.*

Development opportunities are also generated by the extended integration capabilities of the Microsoft Dynamics CRM 2011 application, such as with Microsoft Windows Workflow Foundation, one of the intensely used technologies at Iristel. *„In CRM 3.0 there were very strict limitations with regard to this segment. This is the reason why, based on the newly constructed model we planned several customizations in billing, provisioning, etc. We now start with something new which opens a much wider range of possibilities than what we had in the previous CRM”, adds Horatiu Stancu, Iristel Romania.*

- **Rapid adoption of the application**

The decision to continue on a Microsoft technology had a positive effect on the adoption rate among end users, considerably reducing the risk of underutilisation. Based on the experience acquired with the previous version, users are familiar with it, so they require less training time and they are less affected by the drop in efficiency which is inherent when a new software solution is implemented.

*„Continuing with a Microsoft solution was an advantage from the users' point of view, not only in terms of a familiar interface, which remained mostly the same, but mainly in terms of system structure and logic and*



*the modality to access information in the system. Users are happy with the new interface and facilities which ease their work in many cases. In fact, the training with all departments only took us two weeks considering that our teams work 24/7. Practically, the training of one man took 1-2 days, in sessions of 2-3 hours”, explained Horatiu Stancu, Iristel România.*

- **Reduced IT effort and related operational costs**

As most customizations and integrations were done internally on the old version, technological limitations of CRM 3.0 were a real obstacle for the IT department. With the new version, the time and effort spent with customizations decreased considerably.

*„In CRM 3.0, any development was difficult, was based on a solution of compromise and required a great effort. These problems have now disappeared and with the new technology the productivity of the IT department increased significantly. It is much easier now to add customizations. This translates into shorter time and smaller effort/cost to deliver new functionalities. The experience gained with the old system allows us to optimize our work in advance. Things are much clearer now and will greatly improve our productivity“, explains Horatiu Stancu, Iristel Romania.*

### **Development continues**

For Iristel România, Microsoft Dynamics CRM 2011 offers numerous customization and development possibilities and will allow the company to provide new services and extend to new activity areas (number portability, SMS services on fixed telephones, development of the self-service area, etc.). Microsoft Dynamics CRM 2011 thus becomes a solid support for future development and business expansion.

### **For More Information**

For more information about iCare for Telecom – powered by Microsoft Dynamics CRM and other solutions provided by Matricia Solutions, please access [www.matricia.ro](http://www.matricia.ro) or get in touch with us at [office@matricia.ro](mailto:office@matricia.ro) or +40 21 2326232.