



# How to Live Online with Millions of Clients?



A satisfied customer with whom I can connect every time I need to. That is a dream of every businessman...

And the contemporary communication market offers many options to fulfill this dream. Therefore, companies put more and more emphasis on self-service digital sales channels. They are convenient and save both time and costs. They increase customer satisfaction and reduce investment and operating costs required to sell and promote products and services.

## But how to achieve this dream?

The solution that Ness Technologies experts implemented for O2 Czech Republic can be set as an example. The result is an eCommerce portal which provides services of Internet shop and Internet self-care for households and corporate customers at one place with single technology.

O2 mobile operator in the Czech Republic is thus allowed to meet the planned business objectives in innovative ways of Internet commerce that connects information, people and systems naturally and efficiently.

## Before the Implementation

...of this project the clients used several separated unconnected applications that served their online requirements. They had to think in advance which application they want to use in a given situation and then sign in with this application. Processing of customer requirements was not fully automated and the time needed to introduce changes or new products was not satisfactory from the operator's view.

## At the beginning

...of the portal development there was a strategic and technical planning focused on maximizing the investment into the new eCommerce portal and reducing the risks related to the portal introduction. Selection of technologies, organization changes management and smooth switch to a new portal generation was the primary aim of this phase. Launching all the portal features and technologies as a single environment supporting customer requirements on modern online channel were the key factors.

The whole project was divided into three parts:

- My O2
- My O2 for Business
- Integrated eShop

## The Main Motivation

...for the project implementation was the need to create a complete sales and service channel in an online O2 environment that would facilitated O2 customers' lives and helped to increase the contribution of the self-service channel in comparison with the more expensive assisted one. From the perspective of portal operation the key objective was to cheapen and accelerate the portal operation and the follow-up introduction of changes.

With the new eCommerce portal now the customers have all O2 services comfortably at one place and under a single login. The requirements are automatically processed and the process of change introduction and new products has accelerated significantly.



“Ness Technologies experts did not only deliver the technologies but also acted as consultants during different phases of the project. They proved their strong know-how and extensive experience in the eCommerce area and portal solutions. We still cooperate with the stable team of Ness Technologies experts regarding the delivered solution - for instance when introducing new services to the market. We can rely that this team will react flexibly to our requirements and extend the potential support whenever we need to.”

Radek Mařata, eCommerce & eCare Manager, O2 Czech Republic, a.s.

## Ness Technologies Experts

...delivered a fully configurable eCommerce portal on the Oracle ATG Web Commerce technological platform. The delivered solution provides a complete portfolio of modern online channel functionalities. O2 customers can therefore activate or adjust their services, overview electronic accounts, create orders, place requirements and find all information from O2 at one place under one user account.

From the perspective of portal management the solution brings a high level of flexibility and administrability while maintaining fully automated processing of customer requirements and orders. New product offerings or marketing campaigns can be therefore presented at the online channel almost immediately.

For the purposes of increasing long-term customer satisfaction and sales objectives of the online channel this solutions enables analysis of data and customer behavior which can be used for creating personalized campaigns or suitable cross-sell and up-sell.

The solution is fully integrated with back-end systems including the connection with the central product catalogue and new products can be added and configured using only administration without the necessity of additional development and IT experts' intervention.

The complete delivery of Ness Technologies included the solution analysis and architecture, development, testing and long-term 24/7 support including the follow-up development.

Ness has long standing knowledge of the O2 CZ environment, extensive experience in the area of eCommerce and portals and a thorough knowledge of the Oracle ATG Web Commerce technology and cooperates with his telecommunication operator on a long-term basis.



## Benefits for O2 and its Clients

- Single self-service online channel for customers from all segments
- Increase in the online channel traffic
- Cutting time-to-market of introduced changes and new products significantly
- Targeted addressing of the customer and personalized offerings
- Efficient product cross-sell and up-sell
- Full automation of requirement processing
- Increasing the customer comfort and satisfaction
- Reducing costs of portal operation

# O<sub>2</sub>

O2 is the largest integrated telecommunications provider in the Czech market. At present the company operates close to eight million mobile and fixed accesses, which ranks it among the market leaders in fully converged services in Europe.

O2 has the most comprehensive proposition of voice and data services in the Czech Republic, and it actively exploits the growth potential of the various business lines, especially ICT. Data centres, with total floor area of 7,300 square metres, rank the company among the leaders in hosting, cloud and managed services. O2 data centres are the only ones in the Czech Republic and in Central Europe to have TIER III certification.



WORLD DOESN'T  
HAVE TO BE  
COMPLICATED

**Ness Technologies** is a global partner in the field of business processes and technologies, specializing in software products and applications development, system integration, consulting and software distribution. The provided services are built on long-established and proven competencies, including the outsourcing offering, nearshore and offshore deliveries. Ness Technologies helps customers in more than 20 countries to realize their business and technological goals. Around 5.000 experts in offices in North America, Europe and India, and almost 500 in Prague, Brno and Ostrava, combine the advantages of global know-how and local knowledge. The company belongs to the leaders in business and IT services on the Czech market. More on [www.ness.com](http://www.ness.com)