

CASE STUDY

## Maxcom Telecomunicaciones

MAXCOM TELECOMUNICACIONES WANTED THE ABILITY TO CUSTOMIZE DOCUMENTS AND INCLUDE ADVERTISING IMAGES AS NEEDED BY CUSTOMER MARKET SEGMENT.

MAXCOM TELECOMUNICACIONES INCORPORATES PITNEY BOWES BUSINESS INSIGHT CCM SOLUTIONS TO OPTIMIZE CONTACT AND RAISE QUALITY OF CUSTOMER CARE.



### Challenge

Maxcom Telecomunicaciones was looking for a more dynamic and flexible way to create its customer bills. With the company's existing process, billing changes were lengthy, complex and expensive to make, which was undermining the company's ability to remain competitive.

### Solution

Maxcom Telecomunicaciones implemented a suite of Pitney Bowes Business Insight CCM solutions within a 12-week timeframe. The company now generates visually compelling customer bills in a production cycle reduced by 70 percent. In addition, there is now electronic management of information and billing lookup via the Web, and integration with the CRM system.

### SUMMARY

Founded in Mexico in 1996, Maxcom Telecomunicaciones offers services in the areas of local telephone, long distance telephone, data, and Internet service, thanks to an independent wired telephone network.

The company has made strong investments in infrastructure, the most technologically advanced equipment, and personalized customer service. It currently provides more than 280,000 service lines and makes customer service available 24/7. It's the only telecommunications company in Mexico to hold the ISO 9001-2000 in all its operational processes.

### Residential Billing Initiative

In 2005, coinciding with a search for innovation and personalization of customer service, Maxcom Telecomunicaciones decided to update the billing process for its residential sector. The organization's primary goal was to create a cutting-edge infrastructure for executing telecommunication solutions designed to exceed the specific needs of its customers and provide them with the largest benefits. To achieve this goal, Maxcom Telecomunicaciones selected Pitney Bowes Business Insight to perform this development and achieve those objectives.

### Flexible Document Creation

Maxcom Telecomunicaciones was looking for a more dynamic and flexible way to create its customer bills. They wanted the ability to customize documents and include advertising images as needed by customer market segment. The development, implementation, and delivery to customers of the new residential bill needed to take place within 12 weeks. With the company's existing system, billing changes were made by integrating a flat code developed by the print provider and an internally designed formatter (MaxBif). The change process was complex, expensive, restricted system performance, and made it impossible to work with more than one format at a time. The process also made it difficult to complete within the required billing cycle timeframes, which impacted the organization's ability to remain competitive.

### CCM Solutions

To satisfy these demands, Maxcom Telecomunicaciones implemented Pitney Bowes Business Insight's DOC1®Designer, DOC1® Generate, and e2™ Vault modules.

# PITNEY BOWES BUSINESS INSIGHT HELPS OVER 3,000 ORGANIZATIONS MAXIMIZE THE VALUE OF CUSTOMER DATA TO IMPROVE PROFITABILITY, INCREASE EFFECTIVENESS AND STRENGTHEN CUSTOMER RELATIONSHIPS.

## UNITED STATES

One Global View  
Troy, NY 12180-8399

main: 518.285.6000  
1.800.327.8627  
fax: 518.285.6070

www.pbbusinessinsight.com  
pbbi.sales@pb.com

## CANADA

26 Wellington Street East  
Suite 500  
Toronto, Ontario  
M5E 1S2

main: 416.594.5200  
fax: 416.594.5201

pbbi.canada.sales@pb.com

Key benefits include:

### DOC1 Designer

- A flexible bill, including unique information per customer segment
- The reorganization of content for better readability
- The addition of advertising content based on geographic area
- A new, re-branded, corporate design, realizing a 50 percent savings in paper by switching from full to half-letter format

### DOC1 Generate

- Billing with two or more formats, simultaneously, depending on customer type
- Improved performance by shortening production times
- Client segmentation

### e2 Vault

- Electronic management of information and billing lookup via the Web
- Integration with CRM (Siebel) for billing lookup by customer care center executives

### Modular Component

Pitney Bowes Business Insight was chosen because it could provide a modular suite that allows the company to add only what it really needs, and to gradually incorporate new solutions or modules based on growth or market strategies. Pitney Bowes Business Insight solutions are an essential component of today's corporate applications and are used

to consolidate, clean up and enrich corporate data, as well as to generate customized business documents for delivery through various channels, customer care, and efficient business processing.

"The support by Pitney Bowes Business Insight during the development of the project was very beneficial, allowing us to incorporate practical and easily applicable suggestions to our design, even without starting operations jointly," said Gerardo Martinez, IT Director, Maxcom Telecomunicaciones.

### Superior Results

The results exceeded the organization's goals in several ways:

- Production time reduced by 70 percent
- Bills are eye-catching and set the standard for the competition
- Changes requested by marketing are implemented more rapidly and economically

### Additional Billing Integration

Maxcom Telecomunicaciones wants to maximize the profit from the modules it currently has, incorporating more training into its systems area, strengthening communications with the internal marketing sector and the technical sector of Pitney Bowes Business Insight.

The organization is also looking to integrate the billing for the business sector in order to standardize its entire billing output system.

## THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

One of the main reasons Maxcom Telecomunicaciones selected Pitney Bowes Business Insight was for its modular suite of products and solutions. This enables Maxcom Telecomunicaciones to add functionality only when it is really required, such as when business growth or new markets demand extra capability.

