

When the CRM becomes the strong link for mobile telephony



In short...

Carrefour Mobile belongs to the Carrefour Group

- No. 2 in the retail world
- No. 1 in Europe
- 97.24 Billion Euro turnover
- 500,000 employees

Context

To launch its MVNO mobile telephony offer, Carrefour Mobile decided to externalize the business processes in particular, the CRM process to Experian, BPO player.

Challenges

In this highly competitive market, customer satisfaction is an indispensable asset. It goes through a CRM solution capable of decreasing the processing time and through a unique and centralized repository capable of giving a 360° customer overview and this regardless of the channel used (mail, telephone, web, points of sale...)

Solution

- Coheris CRM
- Experian BPO Services

Benefits

- A response to time to market
- Management of a high volume of requests
- A single repository with a 360° view of customers

November 2006, in partnership with Orange, Carrefour launches its mobile telephony offer: Carrefour Mobile. The retail group becomes mobile telephony virtual operator (MVNO). In this very competitive market, Carrefour Mobile distinguishes itself by combining its information system with the customer relationship management solution: Coheris CRM; a big site operating within three months only, thanks to the open architecture of the software and the expertise of the Experian partner.

With 55.73 million mobile subscribers in France in the first quarter of 2008, the mobile telephony market is certainly the sector that has known maximum growth in the last 15 years. Mobile telephone operators have multiplied and have given birth to a new generation of operators coming from various universes (Internet access providers, retail, media...) baptized MVNO: Mobile Virtual Network Operator (a virtual operator who has no infrastructure but who operates an existing network). This is the case with Carrefour. The retail giant stepped into the MVNO market in November 2006 with Carrefour Mobile, in partnership with Orange.

"The Group is applying its network of stores, of which 218 hypermarkets, a million visitors per day, and also its experience in selling telephone products and packages (fixed and mobile) and its strong image to attract the 20% of French people who still have no mobile" declares Jean-Marc Villenave, Manager - Operations and Customer Relations at Carrefour.

Relying on an outsourced model

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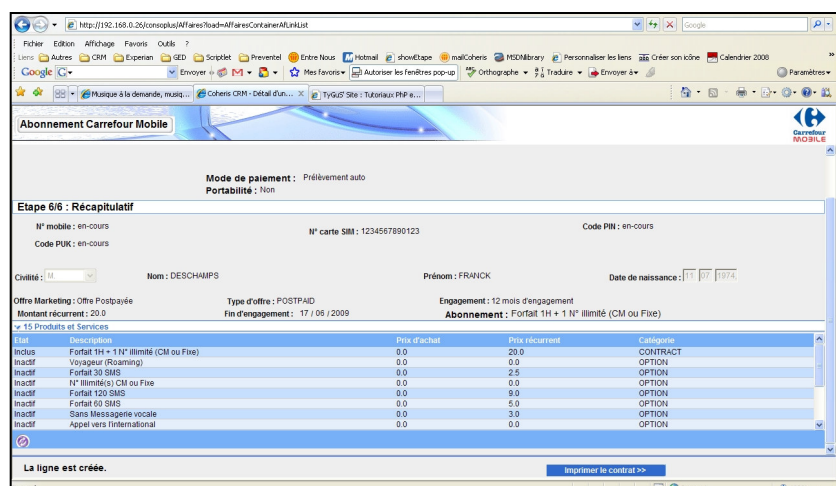
To benefit from a favorable market context, Carrefour Mobile invites bids. Objective: To find a BPO partner (Business Process Outsourcing) in telecommunications.

"This process helps start a mobile telephone virtual operator business by continuing to focus on the core of the business which is retail" specifies Jean-Marc Villenave. We chose Experian.



"We would like to entrust this partner with setting up, managing, hosting and operating an information system: CRM, billing, recharge platforms... and also rely on its choices with regard to CRM, keystone of our offer and on its capacity to implement the software" indicates Jean-Marc Villenave.

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The screenshot displays a web browser window with the URL <http://192.168.0.26/conceptus/Affaires?load=AffairesContainerAffList>. The page title is "Abonnement Carrefour Mobile". The interface shows a summary of a mobile subscription contract with the following details:

- Mode de paiement:** Prélèvement auto
- Portabilité:** Non
- Etape 616 : Récapitulatif**
- N° mobile:** en-cours
- Code PINK:** en-cours
- N° carte SIM:** 1234567890123
- Code PIN:** en-cours
- Civilité:** M
- Nom:** DESCHAMPS
- Prénom:** FRANCK
- Date de naissance:** 11/07/1974
- Offre Marketing:** Offre Postpayée
- Type d'offre:** POSTPAID
- Engagement:** 12 mois d'engagement
- Montant récurrent:** 20,0
- Fin d'engagement:** 17/06/2009
- Abonnement:** Forfait 1H + 1 N° illimité (CM ou Fixe)

A table lists the products and services included in the offer:

Produit	Description	Prix d'achat	Prix récurrent	Catégorie
Inclus	Forfait 1H + 1 N° illimité (CM ou Fixe)	0,0	20,0	CONTRACT
Inactif	Voyageur (Roaming)	0,0	0,0	OPTION
Inactif	Forfait 30 SMS	0,0	2,5	OPTION
Inactif	N° illimité(s) CM ou Fixe	0,0	0,0	OPTION
Inactif	Forfait 120 SMS	0,0	9,0	OPTION
Inactif	Forfait 60 SMS	0,0	5,0	OPTION
Inactif	Sans Messagerie vocale	0,0	3,0	OPTION
Inactif	Appel vers l'international	0,0	0,0	OPTION

At the bottom of the page, it states "La ligne est créée." and provides a button to "Imprimer le contrat >>>".

Building on a performant multi-channel CRM

"The main challenge of this externalization lies in improving the recruitment process" declares Arnaud Cartier, Project Manager - Carrefour Mobile at Experian. It goes through customer satisfaction by decreasing the processing time and by optimizing the quality of records by filtering non-conforming requests and improving the data quality. To achieve these objectives, Experian relies on Coheris CRM that helps manage all the customer contacts and the processes linked with it. "This software ensures the standardization of different processes linked to the customer: marketing, sales, services. It is capable of offering the means of interaction adapted to the customer profile and to the channel that it wants to use (mail, telephone, SMS, web, fax, points of sale...). In a very competitive market, today it is crucial to offer customers multiple channels of contact. In fact, depending on the type of request, the degree of urgency, the schedule, etc.... the customer will choose the most appropriate medium to join Carrefour Mobile" says Arnaud Cartier; and adds: "Thanks to its advanced customer relationship management functions, Coheris CRM is capable of delivering a quality service, of building customer loyalty in a strategy followed in the long term." In addition, for Carrefour Mobile, the software must offer adequate flexibility to integrate new services such as for example, management of the loyalty card and must interface with heterogeneous environments.

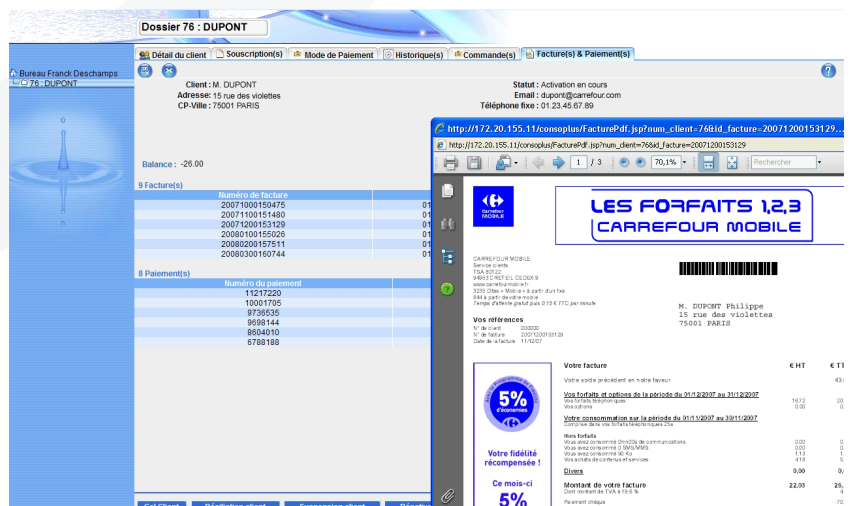
Responding to time to market

Less than three months were enough to deploy all the Coheris CRM modules: "The simplicity of the configuration allows for rapid deployment while the especially intuitive interfaces facilitate learning" indicates Jean-Marc Villenave.

The customer relationship management is handled directly by Experian: call centers, order taking, entry of information, verification of data consistency... This solution for mobile telephony helps minimize the time for order taking, for entry and hence to optimize the processing. "Optimization of order processing is very important. For example, it represents more than 800 calls and almost 850 actions handled by Experian per day. The satisfaction of our customers goes through a very high responsiveness that we are in the position to give. In addition, the Coheris CRM solution is sufficiently reliable and performing to allow access to 800 users distributed in 218 hypermarkets" remarks Jean-Marc Villenave. To the question: "Is it risky to launch a mobile telephony so fast?" Jean-Marc Villenave is definite: "The service established by Experian and in particular the Coheris CRM software, perfectly meets our expectations and was deployed in the shortest period of time. It is a good investment and a big success. With this partnership, our telephony offer is simpler, clearer and ...more economical!".

BENEFITS:

- To respond to the time to market by offering mobile telephony together with a CRM information system quick to deploy.
- To use a powerful CRM solution capable of receiving a high volume of requests.
- To access a single repository regardless of the channel used by the customer and to benefit from an open solution for integrating the expectations of consumers (loyalty card...) and to interface with heterogeneous environments.



The screenshot displays the Coheris CRM Back Office interface. The top part shows a client dossier for 'DUPONT' with details like address and contact information. Below this, there are tables for 'Factures' and ' Paiement(s)'. The bottom part of the screenshot shows a mobile invoice for 'LES FORFAITS 1,2,3 CARREFOUR MOBILE' with a 5% discount and a total amount of €22.00.

**Coheris CRM - Back Office interface
Invoices & payments**

Coheris

French software publisher in the CRM market, Coheris offers two ranges of software products covering the additional domains of CRM (Care, Sales and Marketing) and Business Intelligence (BPM, Datamining and DQM). With more than 1200 big accounts throughout the world, Coheris relies on a network of technology partners and integrators, as well as its own teams of specialized consultants and engineers. Coheris is listed on Euronext Paris (compartment C) since 30 June 1999 (ISIN: FR0004031763 / code: COH). Coheris is elected to FCPI. More information on: www.coheris.com

Experian

Experian provides companies and individuals across the globe, information processing, analysis and marketing services to help them manage better the risks and benefits linked to their sales and financial decisions. With matching performing information processing tools and specific knowledge of consumers, markets and economies, Experian assists companies throughout the world in establishing and developing their customer relations.