

customer careware
mobile telephony

“

Transacta's Customer Careware helps mobile phone retailers put their customers first and increase their competitive agility. ”



mobility and agility

Part of a global telecommunication company with over 100 stores, this mobile phone retailer needed to upgrade their technology to remain at the forefront of telecommunications retailing.

They also wanted advanced technology to enhance customer service and build customer loyalty while facilitating new strategies for cost reduction and growth.

staying in front

Their strategic plan calls for strong growth and continued innovation to stay ahead in a fiercely competitive market. They chose Transacta's Customer Careware for its ability to satisfy these goals, and its inherent flexibility and scalability.

The greatest impact on the customer experience was to be gained from improving the process of phone activation. Careware would support carrier activation online with the carrier's mainframe during the transaction with minimal delay for the customer.

Because it was considered too expensive to train users centrally, a strategy was devised to facilitate remote training of users and to place an emphasis on usability to reduce staff training requirements and errors at the point of service.

the customer comes first

Implementing Transacta's Customer Careware increases this retailer's quality of customer service through faster transactions and direct integration with carrier systems for on-line activation of mobile phones. Real-time interfaces into core provisioning systems facilitate timely replenishment, further improving the customer experience.

Each phone's unique serial number is tracked for the life of the product and serial numbers reconciled automatically against stock on hand. Transacta's sophisticated pricing matrices easily handles their complicated price plans and contracts.

They achieved minimal training costs by supplying detailed operational manuals to all stores and customising the user interface to guide operators through each step of the transaction. Furthermore, Transacta's new Merchandise Support System allows business users to control prices, rebates and plans and populate these in to the Customer Careware database without the need for IT support.

Transacta's Customer Careware helps this mobile phone retailer put their customers first and increase their competitive agility.

Contact us on **+61 2 9459 3388** or **info@transacta.com.au**, or find us on the web at **www.transacta.com.au**.