



Boosting customer service productivity with tablets

Telkomsel enhances its GraPARI* customer touch points with tablets based on Intel® Atom™ processor Z2760, providing compatibility in existing devices, enhanced application performance, and long battery life



Incorporated in 1995 and jointly owned by PT Telekomunikasi Indonesia (Persero) Tbk and Singapore Telecom Mobile Pte Ltd, Jakarta-based Telkomsel is Indonesia's leading cellular operator, servicing more than 125 million customers nationwide. From offering basic post-paid services, Telkomsel has become the most innovative cellular telecommunications company, offering the widest range of services from basic telephony, voice and SMS services, to the rapidly growing data and digital services. Telkomsel has made significant investments in its network, people and technology, presenting better quality mobile lifestyle services using cellular technology, including 3G, HSDPA, HSPA and HSPA+, and Long-Term Evolution (LTE) technology. To keep pace with advances in digital technology, Telkomsel pursued a digital strategy that enables it to deliver solutions that exceed customer expectations, create value for all stakeholders and empower its 125 million customers nationwide.

Challenges

- **Enhance GraPARI* service capability.** Serve customers faster, support direct-selling, upselling and cross-selling initiatives from one single point of contact, provide flexibility to address room constraints, and reach customers in remote or public areas outside of the office using mobile GraPARI.
- **Improve business operations.** Increase the number of points of contact in each GraPARI office to save and optimize office space and increase locations of sales and services without additional investment to build new offices.

Solutions

- **Deploy tablets based on Intel® Atom™ processor Z2760.** Support existing legacy applications and interoperability and industry-standard operating system, network and hardware connectivity with tablets running on Intel Atom processor Z2760, boosting GraPARI's service capability.
- **Establish multitasking single point of contact.** Support multitasking single point of services and sales on the GraPARI customer touch point with tablets to save on office space and serve more customers in remote or public areas.

Technology Result

- **Enable mobile applications.** Run mobile applications with Java, RESULT* based on Windows*, such as customer relationship management (CRM), point of sales and customer registration forms.
- **Allow compatibility with enterprise platform.** Support security control, domain architecture and manageability capabilities in existing enterprise infrastructure with tablets based on Intel® architecture.
- **Protect IT investment.** Intel Atom processor Z2760-based tablet devices protect IT investment without additional backend infrastructure such as virtual clients.

Business Value

- **Make customer service more accessible.** Intel Atom processor Z2760-based tablets provide a 50 percent increase in the number of customer touch points, bringing the number of contact centers from 20 to 30 customer service front desks, reducing queue lines in GraPARI offices, and increasing customer service staff productivity to 20 percent.
- **Achieve significant savings.** Telkomsel was able to save costs by using Intel architecture-based tablets, achieving USD500 per client, or USD50,000 for 100 units of tablets deployed, by servicing customers outside of the office.
- **Provide high-performance devices.** Tablets based on Intel Atom processor Z2760 provided longer battery life of more than nine hours, displaying great tablet performance and the same user experience as other existing devices such as notebooks and desktops.

"Intel® Atom™ processor Z2760-based tablets meet Telkomsel's requirement of having a balance between strong performance and long battery life, enabling us to protect IT and business investments while reducing operation cost."

– Yuwono Eko
Vice President for Infrastructure Planning
Telkomsel

Following a period as of phenomenal growth in the early 2000s, the saturation of voice and Short Message Service (SMS) has led to a slowing of revenue growth in the cellular industry over the last five years. Advances in broadband data technology, particularly digital services, now offer a new opportunity for the cellular industry to drive the next curve of revenue growth.

To meet this challenge, Telkomsel undertook a digital strategy built around four key portfolios: digital lifestyle services, mobile payment and digital money, digital advertising, and enterprise digital services. This strategy aims to develop the digital business as the principal source of revenue growth going forward, while maximizing opportunities to monetize the legacy businesses of voice and SMS. To realize this strategy, Telkomsel continues to upgrade its IT infrastructure in line with the demands of the new business while consolidating the existing infrastructure to support greater efficiency and cost leadership.



Intel® Atom™ processor Z2760-based tablets help Telkomsel speed up response time for customer services, enhancing performance and employee productivity

Addressing telecom business shift

Telkomsel started its transformation last year by formulating a new growth strategy, ensuring that key strategy enablers are turned into a competitive advantage and defining strategic initiatives to drive the execution of the strategy. One of the programs that Telkomsel pursued to improve in customer service was to develop a walk-in customer touch point (CTP) called Telkomsel GraPARI. GraPARI served more than 11.6 million transactions last year. To enhance customer service during weekends and holidays, Telkomsel had GraPARI 24-hour outlets providing all the services available on a normal weekday, offering more convenience and value to customers. In ensuring that this service continues to run smoothly, Telkomsel aims to provide the highest customer satisfaction in accordance with the international ISO 9001:2008 standard. Seven more GraPARI systems (in Bogor, Bandung, Pekanbaru, Palembang, Semarang, Denpasar and Balikpapan) were awarded ISO 9001:2008 certification in 2012, bringing the total to 20 CTPs.

However, Telkomsel wanted to further improve the GraPARI system's capability to enhance customer experience. The solution that will support the system should be able to serve customers faster, and have the capability to support direct selling programs, while up-selling and cross-selling initiatives from one single point of contact. The solution should also be able to support flexibility to have additional customer service agents with rapid deployment, and address room constraints. Finally, the solution should be able to support GraPARI in serving customers in remote areas or public areas beyond the office using mobile GraPARI.

Harnessing tablet solution for GraPARI system

In choosing which platform should support the tablets it will deploy, Telkomsel did a technology assessment that meets the requirement for compatibility with existing applications and Microsoft Windows operating system, as well as the capability to support

multitasking single point of services and sales on the GraPARI system. After testing other operating systems, Telkomsel chose to deploy Intel Atom processor Z2760-based HP ElitePad* 900 tablets with Windows 8. Through a pilot test, Intel Atom processor-based HP ElitePad 900 tablets were able to meet Telkomsel's requirement of rapid deployment, protection of IT and business investment without additional backend infrastructure such as virtual client, and compatibility with other devices and peripherals, while taking into consideration the constraints in office space and utilization of the existing customer services staff.

Using Intel Atom processor Z2760-based HP ElitePad 900 tablets enabled Telkomsel to run Java*-based mobile applications under the Windows environment, such as customer relationship management (CRM), point of sales and customer registration forms.

While using Telkomsel's GraPARI system, the battery of the tablets was expanded to more than nine hours, supporting operations throughout working hours. The thin and light HP ElitePad 900 tablets were also able to display great tablet performance and provided the same user experience with other existing devices, such as notebooks and desktops, with full Windows 8 compatibility with other applications and peripherals.

To meet business challenges and opportunities, the solution was able to serve customers faster, address better product and broadband services inquiry, and showcase the combination of wireless broadband connectivity and tablets while providing opportunities to upsell and cross-sell. The solution helped Telkomsel meet its business initiatives that include increasing the number of points of contact in each GraPARI office from the existing 20 customer services front desks to a minimum of 30 to save time and optimize office space. At the same time, they were able to increase the number of sales and services locations without additional investment to build a new physical GraPARI office, enabling operation and service in remote or public places.

"From IT planning to operations, having Intel Atom processor-based tablets with Windows 8 enabled us to seamlessly integrate existing joint domains and active directory. The tablets were easy to manage using the existing Microsoft SCCM* with the same platform and without additional manageability tools. More

importantly, we are able to save on energy and electricity consumption in all the GraPARI offices," explained said Yuwono Eko, vice president for infrastructure planning at Telkomsel. "With the application user interface that has the same look and feel, and similar front end-user experience, our customer service staff didn't have to go through additional training. Indeed, Intel Atom processor-based tablets compete well across user experience, battery life, performance and compatibility," he adds.

A boost in business operations

Telkomsel was also able to improve its business operations with Intel Atom processor-based tablets, achieving a 50 percent increase in the number of customer services front desks from a single point of contact. There are also fewer customer queues in the GraPARI offices, and an overall increase of 20 percent in customer service staff productivity.

On average, the cost savings achieved by Telkomsel in deploying Intel Atom processor-based tablets during its pilot testing was USD500 per client, or USD50,000 for 100 units of tablets deployed. Now, Telkomsel can deploy the mobile GraPARI to serve customers outside of the office during sales and product information/campaign activities.

A brighter future for the tablet-based telecom business

Telkomsel now plans to deploy units for all 100 GraPARI offices nationwide. Next year, it also wants to develop a bring your own device (BYOD) initiative for all Telkomsel staff. Intel Atom processor-based tablets are more responsive for market demand and more competitive in services against other competitors.

"Telkomsel will adopt more mobile devices and an energy-efficient business client platform from the Intel portfolio, utilizing standardization of mobile device like notebooks, Ultrabook™ and 2 in 1 devices, tablets and smartphones based on usage and making them desktop replacements for office workers. Intel uses industry-standard platforms and provides flexibility of form factor options based on usage and the same user experience," shared Eko.

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