

SWORD

UPGRADE YOUR BUSINESS

SwordCiboodle



Crazy John's Fulfil their Speedy Expansion Plan

One of the largest independent phone retailers in Australia

The Challenge

With over 100 retail stores nationwide, Crazy John's had an ambitious plan to launch as Australia's first large scale mobile virtual network enabler (MVNE). To achieve this vision, a greenfield CRM sales and service solution was required to provide high profile brand partners with the ability to deliver new products to market. The solution needed to leverage existing investments in billing, marketing and financial systems, and have the capacity to scale in line with expansion plans.

The Solution

Crazy John's chose Sword Ciboodle to provide their contact centre and retail stores with a comprehensive and consistent view of all customer information across all service channels. Integration to more than 25 backend systems provide real-time payment processing at point of sale, and fully leverage existing technology investment. Operational dashboards optimise business decision making capability, giving management a dependable view of actual as well as pipeline sales. Driven by Sword Ciboodle's agility, Crazy John's can now add new mobile virtual network operator partners and uniquely branded and bundled product suites.

Without some of the key components required to support an MVNE model, Crazy John's brand was a major asset as it embarked on the challenge to build its own subscriber base. Sword Ciboodle enabled Crazy John's to reinforce brand values across all processes, touch points and channels. In addition, the BPMN compliant, multi-channel Sword Ciboodle solution provided: SIM activation, customer and account management over the web channel, authentication and customer care processes such as balance enquiries to the IVR channel, unified point of sale functionality to support sales and service activities and support for the training of all retail and contact centre staff in Crazy John's national training centre.

The Results

Sword Ciboodle gives Crazy John's a single customer view across all service channels. The real-time view of the pipeline enables management to make timely and informed decisions that maximise the chance of success for the business and the customer. As a result, Crazy John's has achieved and increased all sales targets and can now bring new products to market in as little as 5 days.

Following the acquisition of Crazy John's by Vodafone in 2008, Mitchell Bingemann of Australian IT commented that, "the technology platform will be the envy of rival operators".

Benefits

Can bring new products to market in as little as 5 days

Ability to sign up to 30,000 new customers a month

Single view of the customer across all service channels

Solution Highlights

Users: 100 contact centre agents and 100 retail stores

Channels: Contact centre, web, retail, SMS, email and IVR

Processes: Include SIM activation, customer account management over web, authentication and customer care over IVR, online web activation

Integration: almost 30 systems including Genesys, Convergys IRB, Siemens OCS, Oracle Financials, PRONTO physical inventory management

"Within 3 months we have seen a big increase in sales numbers - an amazing achievement. Sword Ciboodle's knowledge and commitment has helped us realise our goals."

Stephen Tuffley, Head of Operations, Crazy John's

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For a complete listing of our products and services please visit our website

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