

SUCCESS STORY

BOUYGUES TELECOM

A customised multichannel
CRM tool



Bouygues Telecom was looking to optimise knowledge of its customers to enhance the level of service delivered and marketing efficiency.

Bouygues Telecom, a subsidiary of the Bouygues Group, is the third-largest landline and mobile telephone operator in France.

Context & challenges

Given the extremely competitive nature of this sector, Bouygues Telecom was looking for a consolidated and complete view of its customers: lines, habits, household occupancy, preferences, history, and behaviour. This added-value information can then be put to good use for all lines, over all channels.

Sopra Steria Solution

Technically speaking, the project federated customer data to return an unified version with salient data in order to give useful Marketing information and provide customers with a bespoke service over all channels: customer services, stores, Internet site.

To complete this project, Bouygues Telecom used some of the leading ready-to-use applications:

- Oracle Siebel for the integration of the Marketing and Customer service modules.
- Informatica to collect and centralise information dispersed around the information system;
- IBM Infosphère to identify customer duplicates.

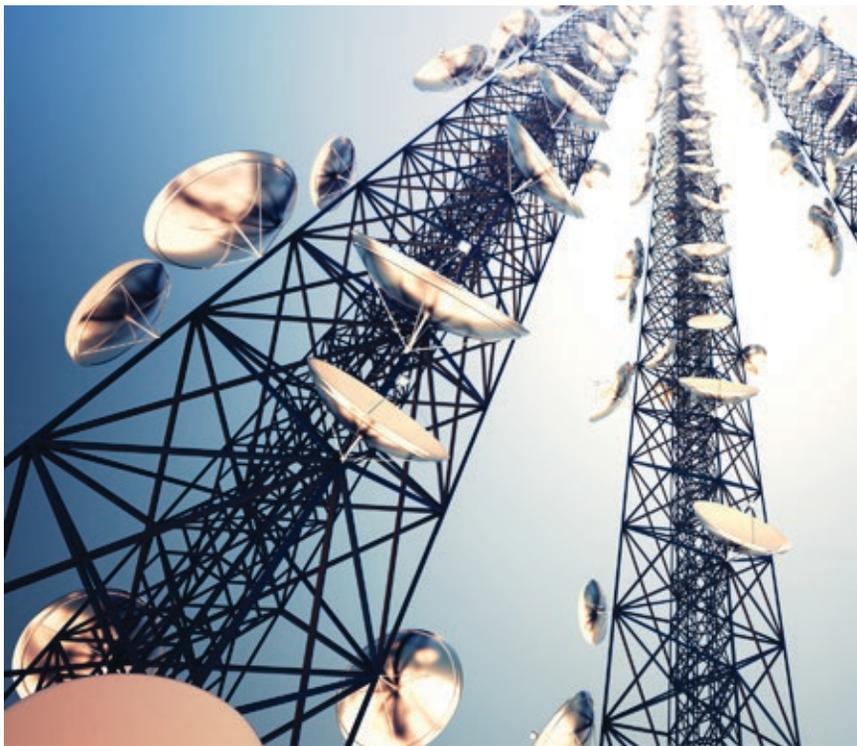
After 14 years of experience with Bouygues Telecom's information system, Sopra Steria was understandably well positioned to handle the collection and centralisation of dispersed data, and to provide the operations and performance expertise that Bouygues Telecom needed.

The Traviata programme lasted 2 years, with Sopra Steria handling:

- initial preparation framework: design, specifications, development and qualification for the Gateway (interfacing and supplying the Siebel CRM with the Informatica Power Center solutions);
- initial deployment of the IBM Infosphère Master Data Management (MDM), as part of the unified customer view.

Customer Benefits

- A rationalisation of its information system
- A complete renovation of the CRM system
- A complete view of its customers
- Optimisation of the customer relationship beyond simply the phone line



“ In a fast-moving and reactive market such as ours, the customer relationship plays a key role, and really makes all the difference. We were glad to have a Sopra Steria team who were completely familiar with our business constraints right from the first day. Sopra Steria also managed to integrate a new tool into our current IS, with the functionalities to manage a wide range of data on the basis of concepts shared throughout the entire company. Sopra Steria shared our vision throughout the entire project: namely, a centralized solution federating customer data, delivering our brand name channels with a powerful CRM solution. ”

JEAN DESMOUCEAUX
in charge of the Multichannel
Customer Relationship
department with the Bouygues
Telecom IS Department



About Sopra Steria

Sopra Steria, European leader in digital transformation, provides one of the most comprehensive portfolios of end to end service offerings in the market: Consulting, Systems Integration, Software Development, Infrastructure Management and Business Process Services.

Sopra Steria is trusted by leading private and public organisations to deliver successful transformation programmes that address their most complex and critical business challenges. Combining high quality and performance services, added-value and innovation, Sopra Steria enables its clients to make the best use of information technology.

With 37,000 employees in over 20 countries, Sopra Steria had pro forma revenue of €3.4 billion in 2014.

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