Success Story
CNT (National Telecommunications Company of Ecuador)

ProcessMaker was implemented in CNT’s nationwide call center in order to provide a centralized interface for the company’s customer care professionals to improve their level of customer service.

Background
The National Telecommunications Company of Ecuador (CNT) is the largest telecom operator in the country. CNT operates local and long distance phone service, high-speed Internet service, mobile telephony, satellite TV, and data services. The company is on a constant mission to improve service coverage throughout the country.

The Pain Point
Over the years the nationwide contact center of CNT had grown in both staff and systems. When the ProcessMaker Professional Services team first began its discovery work with the call center, they discovered that there were 7 different solutions in place and being used for the process of receiving and processes customer issues. These solutions involved several back office systems and various customer facing systems. The most important system was the central Avaya telephony platform. CNT had a large investment in all of these different systems and was not necessarily looking to rip and replace. Rather, CNT wanted a solution that could integrate with all the systems and provide a single interface to coordinate both the systems and the people involved in the process. Due to the fact that so many systems were involved, it was also impossible for CNT to efficiently and effectively provide service SLAs and ensure the quality of their call center service.

CNT was looking for a solution which would help them increase the agility of their agencies, provide greater clarity and enforceability of SLAs, and allow technical and commercial issues to be solved more quickly. Essentially, they wanted to be able to better manage their call centers so that they would

“Thanks to ProcessMaker, we were able to automate many of our most important Contact Center processes. The implementation of ProcessMaker helped us to greatly improve our interaction with our clients. The ProcessMaker tool is intuitive and easy to use. We are now planning to expand usage of Processmaker to other areas inside CNT.”

Pablo Mora
IT Manager
Contact Center

Customer:

Sector:
Telecommunications

Implemented Processes:
• Customer Service Process
• Commercial Issues
• Technical Issues
• Sales Back Office Process
• Number Portability Process
• Quality Monitoring Process

Number of Cases Run Per Year:
12,000,000 +

Integration with other Systems:
• Avaya Communications Platform
• SugarCRM
• Legacy Back Office Systems
• Custom Front Office Systems

Total Implementation Time:
4 Months
require less professionals to manage the same or greater number of calls.

**Solution**

Today, CNT has automated 4 processes in ProcessMaker and is using these processes to manage the company call centers in Quito and Guayaquil. The result has been a dramatic improvement in customer satisfaction, process visibility, and increased efficiency. CNT currently has more than 200 concurrent users in the system at any given time, and ProcessMaker is now handling more than 12,000,000 customer support cases per year.

In the near future CNT plans to implement ProcessMaker in its Point of Presence centers throughout the country. These centers will eventually be used as integrated service centers where customers can go to generate service orders or get personalized assistance with problems. This initiative is designed to improve access and usability for customers across the country.

**Processes**

- **Customer Service Process** - All customer complaint processes nationally for commercial and technical issues are generated and managed in ProcessMaker. ProcessMaker is connected to the CNT Avaya Telephony system along with various additional systems. Each incoming call automatically opens a ProcessMaker case. Based on the inbound DID that is recorded, ProcessMaker then pulls pertinent information about the caller from the available back office systems. The call center agent then attends to the case in ProcessMaker and routes the case through ProcessMaker to different areas depending on the type of problem that is being reported.

- **Sales Back Office**: ProcessMaker is integrated with SugarCRM for managing the sales back office. Once a sale is closed in SugarCRM, ProcessMaker then routes the sale to the appropriate areas to ensure that the product and services are delivered and invoiced efficiently. ProcessMaker manages all notifications and SLAs in this process.

- **Quality Monitoring Process**: This is the process that is used to monitor call center agent performance. A certain percentage of calls received will initiate a follow up process in ProcessMaker, which generates a quality investigation and an eventual scoring of the service that was delivered to the customer.

- **Number Portability Process**: ProcessMaker is used to automate the number portability process. This process is initiated by a client that wants to change operators but maintain his/her same telephone number (DID). This ProcessMaker process is integrated with CNTs central telephone switches and facilitates the interaction with other telephony providers in the country.

**About ProcessMaker**

ProcessMaker is a leading open source and cloud based Workflow and BPM software suite that makes it simple for companies to automate form-based approval driven processes and interconnect people and existing company systems. ProcessMaker is headquartered in New York and has a partner network spread across 35 countries and on five continents. Hundreds of commercial customers including many Fortune 100 companies rely on ProcessMaker to automate their processes. ProcessMaker is available in 17 different languages and has been downloaded over 1 million times.

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