

Ajira SPM Suite

Solutions for Telecom



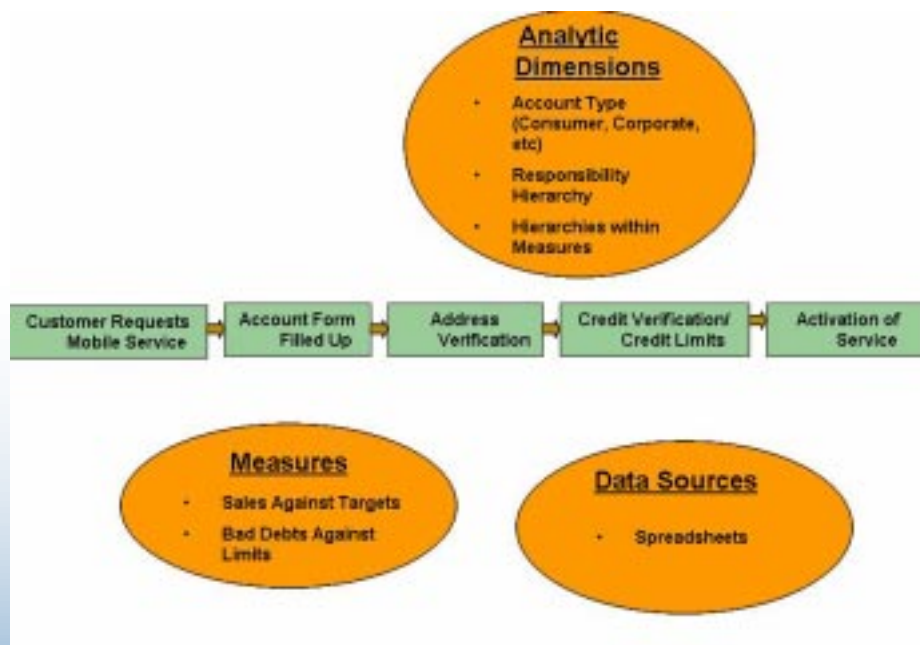
In order to survive and prosper in today's telecom industry, your enterprise must develop and maintain a competitive edge. You must deliver your services and products better, faster, and more economically than your competitors. You must differentiate your services and products from those of your competitors. You must provide consistent, reliable and rapid service leading to customer satisfaction.

Telecom companies must facilitate a variety of business processes, some involving Customer Care, like Line Activation, Billing Collections, and Multi-Channel Customer Support, and some internal, like Monthly Billing Cycles. Companies may run their business processes in-house or outsource them, but process effectiveness is just as important as efficiency. Companies need to ensure that processes are executed as well when outsourced as in-house. In today's world, competitors are constantly trying to make their products and services faster, cheaper, and better. The quest to make business processes faster, reliable, efficient, and effective begins with measurement and reporting.

- **Competitiveness** - Stay competitive by providing services that are measurable, consistent, reliable and rapid, whether delivered by internal departments or third-party suppliers.
- **Efficiency and Effectiveness** - Monitor and fine tune your service processes to make them efficient. Address customer satisfaction issues quickly.
- **Continuous Improvement** - By monitoring your service processes continuously, identifying bottlenecks on an ongoing basis and addressing them promptly, pave the way for continuous improvement.
- **Enhanced Quality Control** - Use Six Sigma analysis and other statistical tools provided by the Ajira SPM suite to enhance your quality control efforts.
- **Cost Savings** - Constantly evaluate your service processes and eliminate unnecessary and redundant steps, saving you time, resources and money. This is perhaps the best return on investment (ROI) you can provide your business.
- **Certification Efforts** - Use Ajira SPM Suite to monitor and capture 100% of the telecom transaction information, and perform trending and document process improvement efforts effectively. Many certification efforts such as ISO 9000 and COPC (Customer Performance Operations Center) may be accelerated with the use of the Ajira SPM suite.

The Challenge

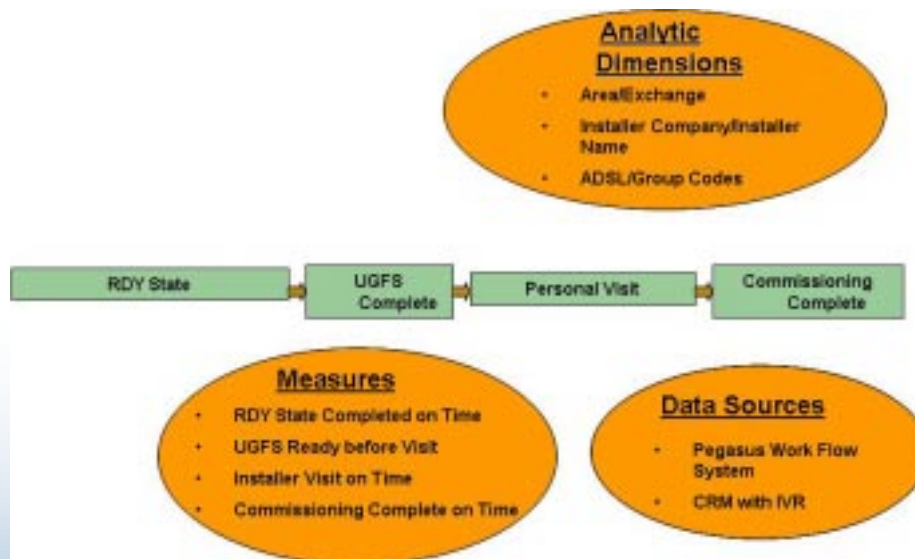
- Ensuring consistent, reliable and rapid end-to-end service performance in Customer Care and internal processes; voice and back-office data processes; and in-house and outsourced processes.
- Monitoring process execution in real time and stepping in to take corrective action when Key Performance Indicators (KPIs) are off-track, especially in Customer Care processes.
- Obtaining clear insights into efficiency and effectiveness bottlenecks and addressing them.
- Minimizing the effects when external service partners provide inadequate Customer Care services.
- Making processing cycles, lead times and costs meet or exceed internal or industry benchmarks.
- Ensuring the collection and storage of process transaction information, trending data and process improvement effort reports, for certification efforts such as ISO 9000, and COPC (Customer Operations Performance Center).
- Providing Continuous Process Improvement, Lean and Six Sigma efforts with consistent, reliable and on-going KPI intelligence about the business process. Optimization of business processes starts with an accurate as-is picture of the process in terms of KPIs compared to Service Level Agreements (SLAs), Internal or Industry Benchmarks.



THE AJIRA SOLUTION

The Ajira Service Process Management (SPM) Suite is a software product that can help you face these challenges effectively. It offers the following capabilities:

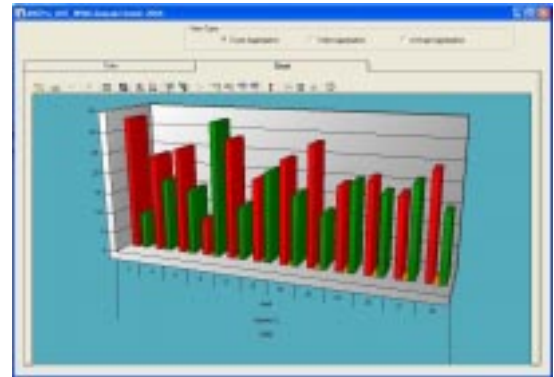
- **Process Modeling, Monitoring and Messaging** - The Ajira Process Modeler component of the Ajira Service Process Management (SPM) suite can model the back office processes executed in terms of Key Performance Indicators (KPIs), monitor them in real-time and compare them to Service Level Agreements (SLAs) or Industry Benchmarks. If certain process steps or KPIs are out of step, the SPM can send e-mail alerts or provide constantly updated web-based real-time reports to the appropriate people
- **Process Reporting and Analytics** - The Ajira Process Analytics module of the Ajira SPM suite helps create two major types of reports - Graphical and Slice and Dice Pivot Table Reports. Graphical reports can be Dial Charts, 2-D or 3-D Graphs, Dashboards can be created out of the Dial Charts and Graphs. Standard reports and trending graphs can be emailed automatically at pre-specified intervals, or posted on an intranet as HTML reports. You can also generate ad-hoc reports for any duration of interest. Pre-built report templates and analytics reports help you get a head start on creating or tailoring the reports that are useful to you. You may be interested in tracking and following how many customer calls were closed within say, 24 hours-- during the last 3 days, last week, last month or last quarter. Or you might want to know how calls went between the 1st and 15th of this month as compared to the 1st and 15th of last month. The Ajira SPM Suite can help you find out.
- **Slice-and-Dice Reports** - The Ajira SPM Suite helps you perform Multi-Dimensional Analysis on the performance of your back-office, data processes, and even very fine-grained analyses. You may be interested in analyzing your process teams in case they need additional personnel, or you might want to know, based on performance, which of your agents needs additional training.
- **Six-Sigma, Lean, Continuous Process Improvement Analyses** - The Ajira SPM Suite helps you in your current or new Six Sigma efforts, especially in providing the necessary data for the analysis and improvement of service processes. Six Sigma, Lean and Continuous Process Improvement efforts benefit from actual data gathered from business process operations, rather than assumptions and simulation.



Ajira SPM Suite

Features:

- Monitoring Service Process events from multiple sources - Backend Databases through Querying or Virtual Triggers, Data Dumps, Spreadsheets, Publish/Subscribe mechanisms, and XML/Text formats.
- E-Mail Notification to individuals or mailing lists, multiple levels and modes of escalation supported.
- Web-Based Reporting and Custom Template designs, Single Sign-On and Role Based Permissions.
- Standard, Ad-Hoc and Slice-and-Dice Analytics.



Ajira

For More Information

U.S.A

Ajira Technologies, Inc.
2921 Yorkshire Court
Pleasanton
CA 94588
Phone: 925 487 1768
Fax: 253 390 7184
Email: info@ajira.com

<http://www.ajira.com>

India

143 A, Mount Road
Little Mount
Chennai - 600 015. India.
Tel. +91-44-4201 0391

Server Requirements

- Operating Systems Supported – Microsoft Windows
- Data Storage – Microsoft SQL Server
- Application Servers – Microsoft Internet Information Services (IIS) and Microsoft Share Point