

ITWorx Boosts Vodafone live! with Dexterous Application Support



Country:
Egypt

Industry:
Telco

Customer:
Vodafone Egypt

Executive Summary

Vodafone Egypt needed a partner with thorough understanding of the Vodafone live! application and system infrastructure in order to provide timely technical support. ITWorx provided round-the-clock technical support for Vodafone Egypt application support team. Using an incident tracking tool, ITWorx solution tracks and categorizes submitted problems. With multi-tier support levels and stable services, Vodafone live! customers enjoyed their experience as they knew that any malfunction is addressed to perfection. With customer satisfaction and buy-in, Vodafone Egypt profits are soaring.

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Our successful track record with ITWorx extended with the support services provided to Vodafone live! ITWorx team demonstrated excellent availability and responsiveness when any problem turned up in the application. The team's expertise in support services and above all, the proficiency in Vodafone live! application itself, guaranteed an ongoing collaboration with us for the best interest of more customer satisfying experience in using our live services.

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Ashraf ElSawy
Manager, Internet Applications Support,
Vodafone Egypt

The Customer

Vodafone is the world's largest mobile communications company, recognized worldwide for its quality of service and product innovation. Vodafone Egypt was founded in November of 1998 and employs over 2,200 employees, and has proven its capability of delivering innovative and compelling mobile services to a customer base of over 4 million subscribers.

The Challenge

After the successful deployment and operation of Vodafone live!, Vodafone Egypt needed to ensure a stable round-the-clock service delivery for its customers. Vodafone needed a partner with thorough understanding of its services. Such partner must deliver an advanced technical support solution that handles system errors and glitches, as well as problems in using Vodafone live! services. These include instant messaging services, multimedia messaging content delivery services, third party search engines, and interconnection with content providers worldwide. Most importantly, the partner should also understand the different applications and technologies on which Vodafone live! works and make sure that the system is up and running in order to sustain and increase Vodafone Egypt customer satisfaction.

Technologies and Software

- Vignette Content Management System 6 & 7
- Sun ONE Technologies including MAP (Mobile Access Pack)
- BEA WebLogic Application Server 8.1
- JSP
- Oracle 9i
- XSL / XML / WAP / WML / PartnerML / HTML / DHTML
- GPRS

The Solution

Being the technology provider for Vodafone live!, ITWorx was already a trusted partner for Vodafone Egypt who has extensive knowledge and expertise of the system. ITWorx delivered round-the-clock Vodafone live! support to Vodafone Egypt application support team.

ITWorx delivered training services to the live! application support team who handles first line support to customers and manages all operations on the server machines. ITWorx team provided regular support services to track possible changes to the platform and follow up on raised issues.

ITWorx and Vodafone live! teams coordinated weekly through sharing activity reports indicating all changes and modifications applied to the server machines, relevant firewalls, databases, etc. in order to assure that ITWorx systematic troubleshooting is targeting the proper problem area and would achieve problem resolution within the shortest period of time.

ITWorx modeled a rapid response mechanism that addresses critical severity issues at Vodafone Egypt data center. Using an incident tracking tool, and based on the severity level, each issue is logged and categorized along with its details such as the time of occurrence, duration to fix, fixes procedures undertaken, and recipients, and their time of response. Escalation policies and procedures were put into place to address surprises according to Service Level Agreements.

The Benefits

More stability of services

ITWorx established Vodafone live! support system that provides Vodafone Egypt with strong and resilient support solution that can easily and quickly manage failures and crises. ITWorx development and support teams maintain a production-like environment with the same operating system and application server levels. This replica environment is used when team members need to reproduce incidents, work on resolution, and test fixes to avoid disrupting the production environment. Services stability is, moreover, boosted by 2 support visits per month with 24 hours telephone and email support, in addition to company visits for critical incidents resolution.

Increased customer satisfaction

With a stable and efficient support system where customers' and technical issues are based on severity and urgency levels, each type of issue is handled with due importance and urgency. Vodafone live! customers can enjoy a variety of services; and in case of any malfunction, their problems are well addressed to meet and exceed their expectations. In addition, Vodafone is able to win new customers who deem unbroken and expert support of services as critical traits of their telco of choice.

More profit generation

ITWorx helped Vodafone Egypt establish a stable system with quick and quality recovery, regular problem fixing, and high response rate. This improved the customer experience in using Vodafone live! services and reduced downtime costs. In addition, the high availability of Vodafone live! services helped Vodafone Egypt increase its profit generation from the stable live services.

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