# readiness it

# From errors to excellence
# Enhancing operations at Entel

Transforming Entel's operations with Readiness IT

| **Client:** | **Industry:** | **Technology:** | **Country:** |
|---|---|---|---|
| Entel | Telecommunications | Ericsson Order Catalog | Chile & Peru |

## The challenge

Entel is a telecommunications company operating in Chile and Peru, serving more than 18.2 million mobile subscribers. In Chile, Entel offers mobile telephony services and integrated fixed network operations, while in Peru, it provides mobile telephony services and various fixed services.

Entel faced several operational challenges that needed immediate resolution.

The existing system experienced a high number of recurring errors in orders, resulting in inefficiencies and customer dissatisfaction.

Low process performance and overload in the operations area added to the complexity, hindering effective service delivery.

Additionally, the processes lacked customer-centricity, further impacting the overall customer experience.

In response, Entel sought the expertise of Readiness IT to enhance the Ericsson Order Catalog and address these pressing challenges, aiming to improve operational efficiency, error handling, and customer satisfaction.

- High number of recurring errors
- System inefficiency
- Low process performance
- System operations overload
- Low customer satisfaction
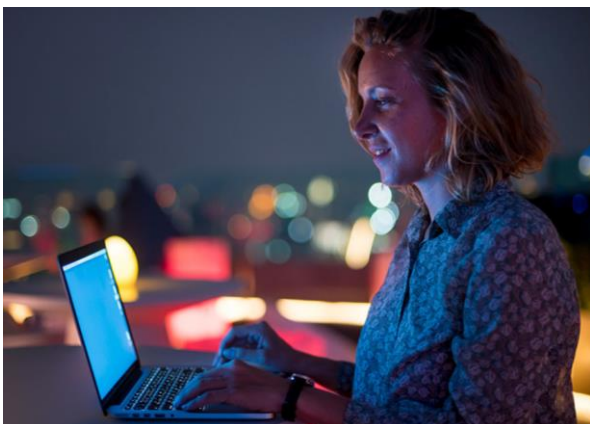
## Solution overview

To solve the multifaceted challenges, Readiness IT began with a comprehensive discovery phase, analyzing the existing processes, and producing hypotheses for effective implementation.

The initial focus was on quick wins, deploying automation to address known errors and eliminate manual activities. Process reengineering followed suit, prioritizing customer-centric activities to improve customer experience by expediting service delivery. The creation of predictive error handling analytics using Business Intelligence techniques significantly reduced Mean Time to Restore (MMTR) and empowered capabilities to detect, diagnose, and resolve problems.

Moreover, the management of operations offline ensured order completion and post-order corrections, minimizing impacts on clients due to system errors.

## Accomplished results

The deployment by Readiness IT yielded remarkable improvements in Entel's operations, in Chile and Peru.

- Operational errors were drastically reduced, thanks to effective automation for error resolution, leading to lower operating costs and a more focused team.

- Process reengineering significantly accelerated operations without compromising accuracy. As a result, the customer experience witnessed a substantial improvement.

- The accuracy of error reporting saw an impressive surge of over 98%

- The team successfully fixed 100% of identified bugs.

- The number of operational errors saw a remarkable improvement of more than 75%.

- The overall quality of data and information increased by 15%.

- Manual operations were reduced by over 50%

- As the project concluded, the error rate plummeted to an exceptional 0.1%, setting a new standard for operational excellence at Entel.