

# Driving Entel's digital transformation journey

Our role as a digital accelerator



## Client:

Entel

## Industry:

Telecommunications

## Technology:

Ericsson CBIO – EOC/ECM  
Oracle Siebel, ATG, Retail

## Country:

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 embarked on a transformative journey to become a 100% digital enterprise, aiming to redefine business and operational processes, enhance customer experience, accelerate time-to-market, and optimize operational efficiency.

The goal was to transition into a customer-driven program management approach with streamlined decision-making roles.

The major challenge faced was to configure, integrate, and deploy multiple market products simultaneously, particularly for both Mobile and Fixed B2C business lines.

## Solution overview

To address the project challenges, a comprehensive strategy was developed, encompassing both Chile and Peru.

The design architecture team ensured the adoption of world-class architecture, adhering to the highest Telco standards and TM-Forum.

The enterprise architecture methodology was applied to manage the life cycle of products, customers, and resources/services across three business layers – Product-centric, Customer-centric, and Network-centric.

The implementation leveraged Ericsson Catalog Manager (ECM) as the master catalog, facilitating easy and fast creation of products, services, and offers, with end-to-end propagation.

This streamlined process enabled Entel to respond to competition campaigns rapidly and innovate with game-changing offers, gaining a competitive edge in the market.

Additionally, an omnichannel solution was deployed to ensure a seamless customer experience across different channels, adding value to the business.

## Accomplished results

Entel's digital transformation program achieved remarkable outcomes, contributing to the company's growth and operational efficiency:

- Successful **deployment of Mobile Prepaid and Postpaid services in both Chile and Peru**, as well as B2C Fiber Offers and Triple Play packages.
- **Compliance with Telco and TMForum standards**, ensuring the highest quality and industry best practices.
- **Seamless migration of over 12 million customers** to the new platform, maintaining service continuity and customer satisfaction.
- **Implementation of an Omnichannel Platform**, offering a unified and consistent customer experience across various channels.
- Drastic **reduction in time-to-market from one month to 1-3 days**, enabling faster response to market demands and opportunities.
- **Real-time provisioning of offers and refills**, enhancing customer convenience and immediate service activation.
- **Significant reduction in customer support time and manual operations**, improving overall operational efficiency.
- **Implementation of automatic and fast dunning processes**, coupled with real-time fraud detection, ensuring better risk management.
- Exceptional **99% reduction in execution time**, streamlining system maintenance and ensuring seamless operations.

Entel's successful digital transformation has not only positioned the company as a customer-centric and agile organization but has also provided a solid foundation for future growth and innovation.

The optimized processes, enhanced customer experience, and have put Entel at the forefront of the telecommunications industry in both Chile and Peru.