Entel's path to operational excellence
with Oracle Retail applications and Readiness IT

Client:
Entel

Industry:
Telecommunications

Technology:
Oracle Retail

Country:
Chile & Peru

The challenge

Entel, is a technology and telecommunications company with operations in Chile and Peru, serving a vast customer base of more than 18.2 million mobile subscribers.

In Chile, Entel offers an array of mobile telephony services and integrated fixed network operations, spanning data, voice, IT/digital, Internet, and related services. In Peru, Entel provides mobile telephony services as well as a range of fixed services tailored for businesses.

The company faced notable challenges in both the B2C and B2B segments in these two countries and was reaching for a partner to support them.

For the B2C segment, Entel required a partner for continuous maintenance, support, and evolution of its Oracle Retail applications.

This involved providing support to physical store operations in Chile and Peru, allowing B2C users to perform operations related to sales, logistics, invoicing, payments, and cash management.

Additionally, Entel needed transactional support for eCommerce sales, directly initiated by B2C customers.

On the B2B side, Entel had challenges in specific flows and features that required integration to enhance transaction processing and user experience for customers.

Solution overview

Readiness IT stepped in to provide comprehensive support for Entel's Oracle Retail applications.

This involved addressing N2 and N3 level issues in Entel applications, including XSTORE, OROB, ORSIM, and XOFFICE.

The Readiness IT team of experts in the Oracle solution meticulously analyzed incidents, assessed their business impact, identified root causes, and resolved problems.

Readiness IT verified implemented solutions and applied new configurations to enhance application performance.

The company was responsible for delivering upgrades, features, and adjustments in line with business requirements and offering the most efficient solutions.

The scope of work extended to the analysis of business requirements, functional and technical design, development, support for testing, deployment, and post-production support.

For N2 level support, Readiness IT addressed fault isolation, troubleshooting, identification of probable incident causes, and the definition of workaround procedures, including data repair, manual processes, user guidance, and configuration changes.

On the N3 level, we provided definitive solutions for problems and incidents, codified and tested bug fixes, and offered technical support to Level 2 support.

Accomplishments

Since October 2020, Readiness IT has been consistently providing support services to Entel. This sustained effort resulted in:

- **Improved stability** for Oracle Retail applications,

- **Better service to end customers** and successful completion of operations

- A notable trend of **decreasing reported issues in production** has been observed,

- **Over a 50% reduction in reported principal issues** from **N2 level support**

- **More than a 35% decrease in reported principal issues** from **N3 level support**.

The Entel and Readiness IT partnership has been a notable success. Since its inception in October 2020, this collaboration has delivered outstanding results, including a significant reduction in reported issues, improved application stability, and enhanced customer experiences.

The achievements highlight the strength of this strategic partnership and emphasize the value that the continued improvements in innovation have for Entel's operation and its customers