



## RACSA Saves \$642,000 Annually by Connecting Information with Informatica

“Informatica real-time data integration is driving efficiencies—the annual saving of \$642,000 is exceptional and will help RACSA sustain its leadership in the competitive Costa Rican telecommunications market.”

— Manuel Pereira, project engineer, RACSA

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### FAST FACTS

#### BUSINESS INITIATIVES

- Reduce the cost of servicing customers
- Optimize operational efficiency
- Deliver a consistent, rewarding customer experience

#### TECHNOLOGY STRATEGY

Deployed Informatica Data Quality, Informatica Data Explorer, and Informatica PowerCenter Real Time Edition to clean up data and integrate core transaction and customer systems

### Consider the RACSA Dilemma

Overwhelmed. That one word best sums up the situation facing RACSA's call center agents. This leading Costa Rican telecommunications company was relying almost solely on voice agents to support customer enquiries, and with the volume of customers predicted to grow quickly beyond its current 800,000 base, RACSA needed to act. Rapid change was also necessary to ensure that the company could effectively compete against new entrants into Costa Rica's deregulated telecommunications market.

A Web-based self-service environment, coupled with an interactive voice response (IVR) strategy, was the answer—diverting many customer enquiries to this satisfying, more responsive, and lower-cost environment. But to reach that stage, RACSA needed to clean and connect its transaction, customer, and billing data. By standardizing on Informatica® technology, RACSA and its customers now share a real-time, accurate view of information. Switching tens of thousands of customers to the efficient and cost-effective self-service environment has helped save \$642,000 per year, reduced customer enquiry response time by 50 percent, and supported RACSA's sustained leadership in the competitive, deregulated Costa Rican telecommunications market.

“The seamless integration of our core transaction systems with customer, billing, and other information enables RACSA to deliver a prompt, expert, and rewarding service experience.”

— Manuel Pereira, project engineer, RACSA

Costa Ricans were pleased with the quality of service they were receiving from Radiográfica Costarricense (Costa Rican Radiographics, or RACSA). During the past 75 years, the company has provided customers with an ever-expanding array of services, which today culminates in broadband, Internet, and data services. The reason for their satisfaction was clear: the communications services met their needs, they were competitively priced, and the level of support from RACSA was prompt and accurate.

But this satisfaction masked an underlying problem for RACSA. The company's call center was the linchpin for sales and customer support enquiries; however, it was almost wholly reliant on telephone enquiries rather than self service. Agents sometimes struggled to manage the burgeoning volume of calls from customers, while response times varied—and that meant customers were increasingly frustrated at being kept waiting for an agent. And it was expensive. Using physical agents to respond to such basic customer enquiries as requests for an email copy of a bill or details on call history drained resources.

According to Manuel Pereira, project engineer at RACSA, change was needed quickly. “If the company grew in the way that was being predicted, the cost of running the call center in its current form would soon have become unsustainable. We estimated that 50 percent of the thousands of calls received every month were administrative consultations—and these could easily be eliminated through automation and self-service.”

## Fighting to Retain Its Leadership in the Costa Rican Market

Faced with the recent deregulation of the Costa Rican telecommunications market, RACSA is investing in state-of-the-art technology to ensure that it retains its leadership position in the market. One of the new technologies involves implementation of a Web self-service channel. As part of this move to self-service, RACSA recognized that an interactive voice response (IVR) strategy would help divert many customer enquiries to this satisfying, more responsive, and lower-cost environment.

One of the first steps the company took in its Web self-service journey was to look at its data. And it didn't like what it saw. Many of the systems required to operate the IVR environment—such as the Sybase billing system, Siebel customer relationship management (CRM) system, and other bespoke systems—were isolated from one another. They were islands of fragmented, disconnected data. In many cases, names, addresses, and other valuable customer data simply didn't match up. Clearly, if RACSA was going to divert services enquiries to the Web channel and IVR, it needed to clean up the data.

An existing Informatica customer, RACSA deployed Informatica Data Quality™ and Informatica Data Explorer™ to help identify, categorize, and quantify data quality issues. Informatica Data Quality provides the team at RACSA with data analysis, data cleansing, and data matching capabilities, while also helping them to define data quality dimensions and build data quality scorecards. The solution also helps RACSA tackle its key name and address data problems via address cleansing and identity matching rules. To successfully migrate data from its isolated systems, RACSA required an accurate and complete picture of its source data. Here, Informatica Data Explorer is being used to profile and map the data, while supporting the drive to correct data inconsistencies and inaccuracies.

## Up-to-the-Second View of Transaction Data

With data now at a trusted standard, RACSA moved on to physically integrate data from the billing, CRM, and other systems. Here, Informatica PowerCenter® Real Time Edition™ is deployed to discover, access, and integrate the transactional or operational data in real time. By standardizing on this almost zero latency environment, RACSA has the ideal platform for developing sophisticated data services and delivering timely information as a service, to support all business needs. Customers and agents, for example, are certain to be using an up-to-the-second view of transaction data, while executives have the data they need to make faster, timelier business decisions.

RACSA is taking advantage of the Web services support in the Real Time Edition to access data through Web services protocols, while the Informatica PowerCenter Web services hub delivers the transaction data to the consuming applications in the correct form. “Informatica PowerCenter Real Time Edition is a phenomenal tool,” says Pereira. “It allows RACSA to access data from the Oracle and Sybase back end—and the Siebel CRM system—using a Web services capability in real time. This plays a key role in supporting up to 70,000 call volumes per month through IVR.”

With critical customer, product, and administrative data now unified, RACSA has been able to automate outbound services from the call center. IVR takes care of a wide range of these outbound messages, such as notifications of phones being blocked owing to unpaid charges, acknowledgments of payment after blocking, rejections of credit card charges, and alerts. In addition, an inbound service has been created to answer the toll-free “800 navegar” line (a navigation line with menu options). The most frequently requested options in the call center were identified, and customers can now carry out these administrative transactions by means of menu-driven, prerecorded messages.

The leading IT services consultancy, BD Consultants, was involved with the Informatica deployment, providing expert guidance, professional advice, and support during the implementation. According to Pereira, BD Consultants played a pivotal role in its successful outcome: “BD Consultants stood shoulder-to-shoulder with RACSA throughout the project, demonstrating a determined commitment to make it work. We walk the same road with them and can count on their experience, their wealth of knowledge, and their visionary consulting expertise.”

## Reduced Customer Enquiry Response Time by 50 Percent

The integration of RACSA's transactions systems has transformed the way the company does business. In the first two weeks that the self-service environment was in operation, for example, tens of thousands of customer connections were generated using Informatica, allowing customers to check balances and confirm their call history. Total customer enquiry response time is now 50 percent faster owing to the Web channel and IVR.

But the enhanced customer satisfaction is only part of the story. Informatica has enabled RACSA to transform efficiency, boost productivity, and deliver savings direct to the bottom line. Overall, the real-time data integration implementation is saving RACSA \$642,000 per year, while the company has been able to redeploy 15 of the outsourced call center agents to other tasks.

Additionally, RACSA had previously identified that 52,000 customers initiated contact with its call center. This exposed a significant opportunity to migrate these customers to the more efficient emerging channels on offer, the Internet, IVR, or Web chat. The deployment also opens the door to more lucrative business contacts; this innovative multichannel strategy is a significantly more compelling proposition for large Costa Rican enterprises than the previous voice-only call center strategy.

Finally, RACSA has also changed its outbound calling business model. In the past, 12 percent of all outbound calls from the call center were made to "blocked" customers, informing them that their payment had been received and that they were no longer blocked. All of these enquiries have now been switched to the automated IVR model.

"Informatica has helped RACSA achieve what we believed was impossible," says Pereira. "The seamless integration of our core transaction systems with customer, billing, and other information enables RACSA to deliver a prompt, expert, and rewarding service experience. Simultaneously, Informatica is driving efficiencies—the annual saving of \$642,000 is exceptional and will help RACSA sustain its leadership in the competitive Costa Rican telecommunications market."

### LEARN MORE

Learn more about Data Quality, PowerCenter Real-Time Edition, Data Explorer, PowerExchange, and the entire Informatica Platform. Visit us at [www.informatica.com](http://www.informatica.com) or call 800.653.3871.

### ABOUT INFORMATICA

Informatica enables organizations to operate more efficiently in today's global information economy by empowering them to access, integrate, and trust all their information assets. As the independent data integration leader, Informatica has a proven track record of success helping the world's leading companies leverage all their information assets to grow revenues, improve profitability, and increase customer loyalty.



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### BENEFITS

- Saved RACSA \$642,000 per year
- Enabled RACSA to deliver prompt, expert, and rewarding service
- Helped RACSA sustain its leadership in the competitive, deregulated Costa Rican telecommunications market
- Reduced customer enquiry response time by 50 percent
- Enabled the company to redeploy 15 of the outsourced call center agents to other tasks
- Exposed opportunity to migrate 52,000 customers to the unattended environment
- Opened door to more effective targeting of lucrative Costa Rican business opportunities
- Eliminated 12 percent of all outbound calls from the call center

### NUTS AND BOLTS

- Products: PowerCenter Real-Time Edition, Informatica Data Quality, Informatica Data Explorer, Informatica PowerExchange for Sybase and Oracle
- Sources: Oracle, Sybase, and Siebel
- Targets: Web self-service environment and IVR system

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