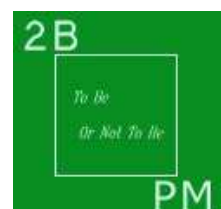


## Processes, activities and systems

Version 5 – Concept made by PM



## 1 Index

<b>1</b>	<b>INDEX.....</b>	<b>2</b>
<b>2</b>	<b>VERSION CONTROL .....</b>	<b>3</b>
<b>3</b>	<b>PROCESS &amp; INFORMATION .....</b>	<b>4</b>
3.1	R&D AND MARKETING.....	5
3.2	CUSTOMER ACQUISITION.....	6
3.2.1	Activity Identify Customer .....	7
3.2.2	Activity Provide Information .....	7
3.2.3	Activity Create proposal.....	8
3.2.4	Activity Negotiate proposal .....	9
3.2.5	Activity Create order .....	9
3.2.6	Activity Check order completion (BO).....	12
3.2.7	Activity Assign Numbers (BO).....	12
3.2.8	Activity Manage numbers (BO) .....	14
3.2.9	Activity Manage CRM Database (BO) .....	15
3.3	DELIVERY .....	15
3.3.1	Activity Compile package .....	15
3.3.2	Activity Create UPS Shipment.....	16
3.3.3	Activity Prepare mobiles.....	17
3.3.4	Activity Prepare PT SIM's.....	17
3.3.5	Activity Prepare SIM's .....	17
3.4	BILLING .....	19
3.5	CUSTOMER SERVICE .....	19
3.6	PURCHASE.....	20
3.7	FINANCE .....	20
3.8	HRM.....	20
3.9	IT.....	20
<b>4</b>	<b>ACTION PROGRAM.....</b>	<b>21</b>

## 2 Version Control

Version	Date	By	Remark
1	06-10-2005	PM	Draft version due to investigation and interviews
2	07-10-2005	PM	More information added, copied from lead to bill process
3	21-10-2005	PM	Draft estimation working load
4	04-11-2005	PM	Deleted Chapter History Added Workflow diagrams for sales
5	23-12-2005	PM	.....

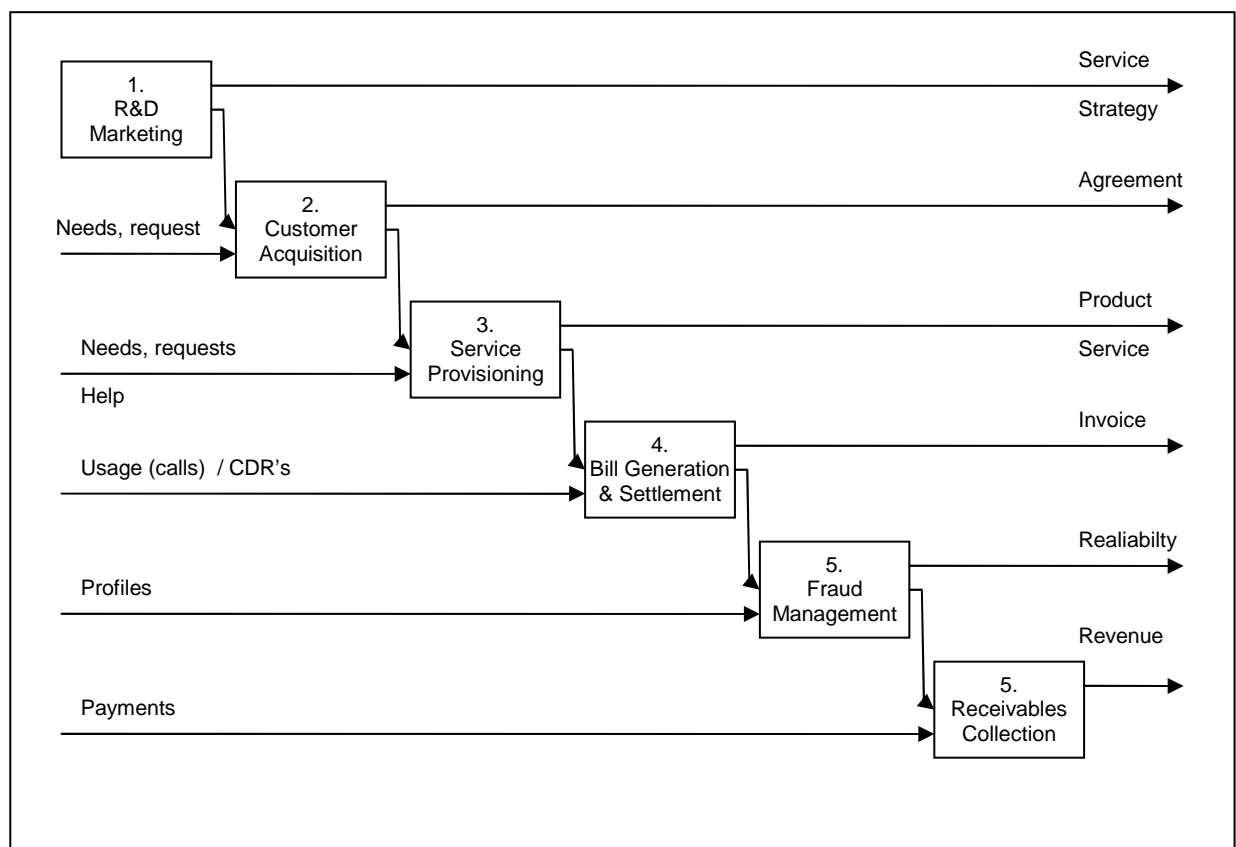
### 3 Process & information

The structure of the core process is: R&D and marketing, Customer Acquisition, Service Provisioning, Bill generation & Settlement, Fraud Management and Receivables Collection. The secondary process, to support the core is: Human Resource Management, Information Management, Financial Management and Procurement Management. In this chapter each process is described in more detail.

Amatus identifies 5 customer contact channels:

1. via webshop
2. via email: Amatus.biz
3. via phone
4. via Account Manager
5. via Agents
6. via Dealers / Resellers

The flow of the core is shown in a process diagram



Various applications, procedures and databases are used to manage the core process. In the next chapter an overview of the systems is shown in an systems diagram. Amatus uses mainly third party software to manage its processes

### **3.1 R&D and Marketing**

Areas: Market, Customer, Product & Pricing, R&D

#### Activities

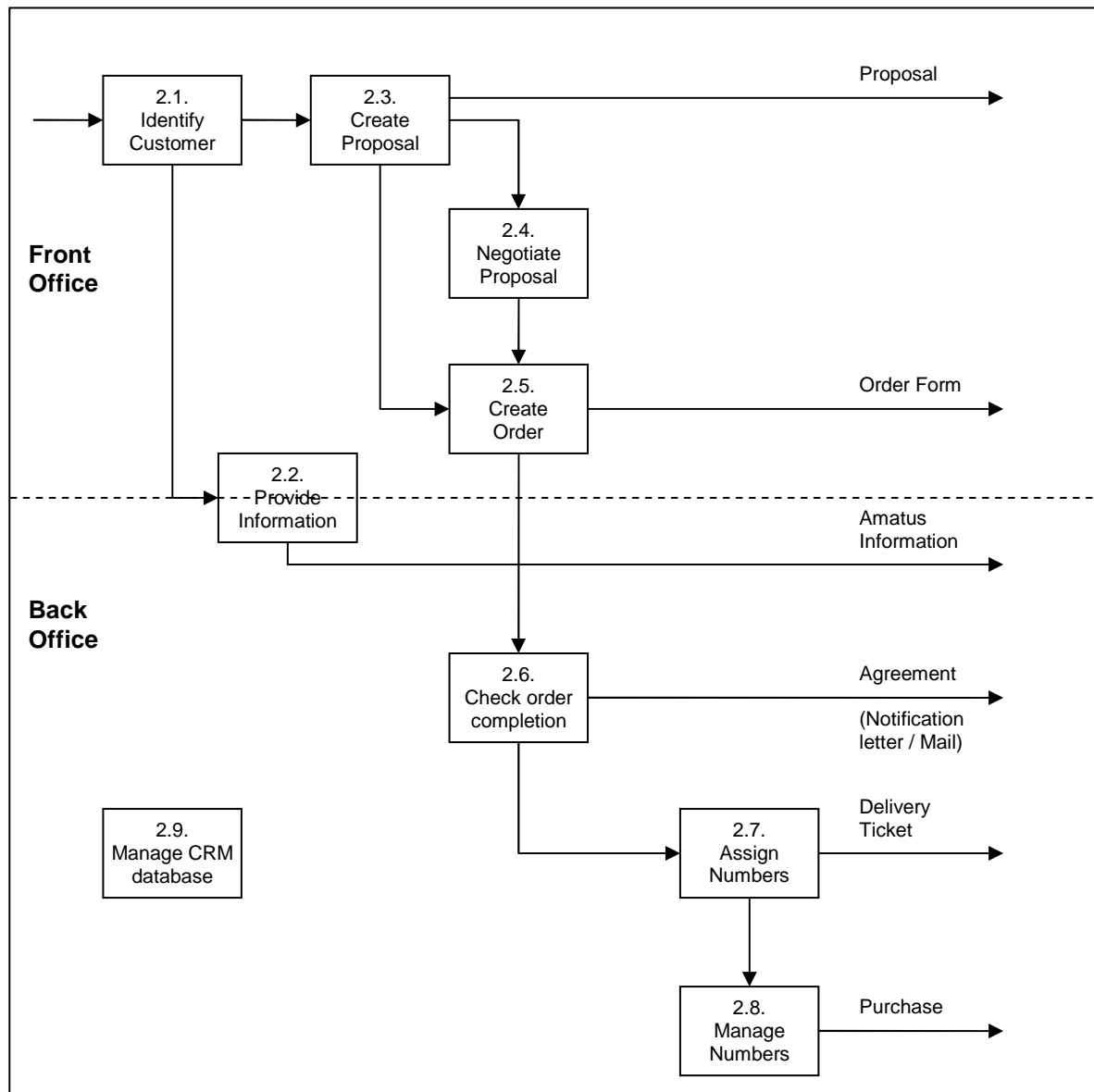
1. Investigate and develop new services
2. Analyse market and trends
3. Analyse customer behaviour and services (CRM database)
4. Propose new product / services and pricing
5. Create catalogus
6. Create marketing folders (brochures)
7. Public Relations
8. Organize campaigns

### 3.2 Customer Acquisition

#### Activities

1. Identify customer
2. Provide information
3. Create proposal
4. Negotiate proposal
5. Create order form
6. Check order completion
7. Assign numbers
8. Manage numbers
9. Manage customer database

The flow of the Customer Acquisition process is shown in the diagram. The process is divided in a front office and a back office process. This has nothing to do with the organisation structure. It is only to indicate which part of the process has direct customer contact.

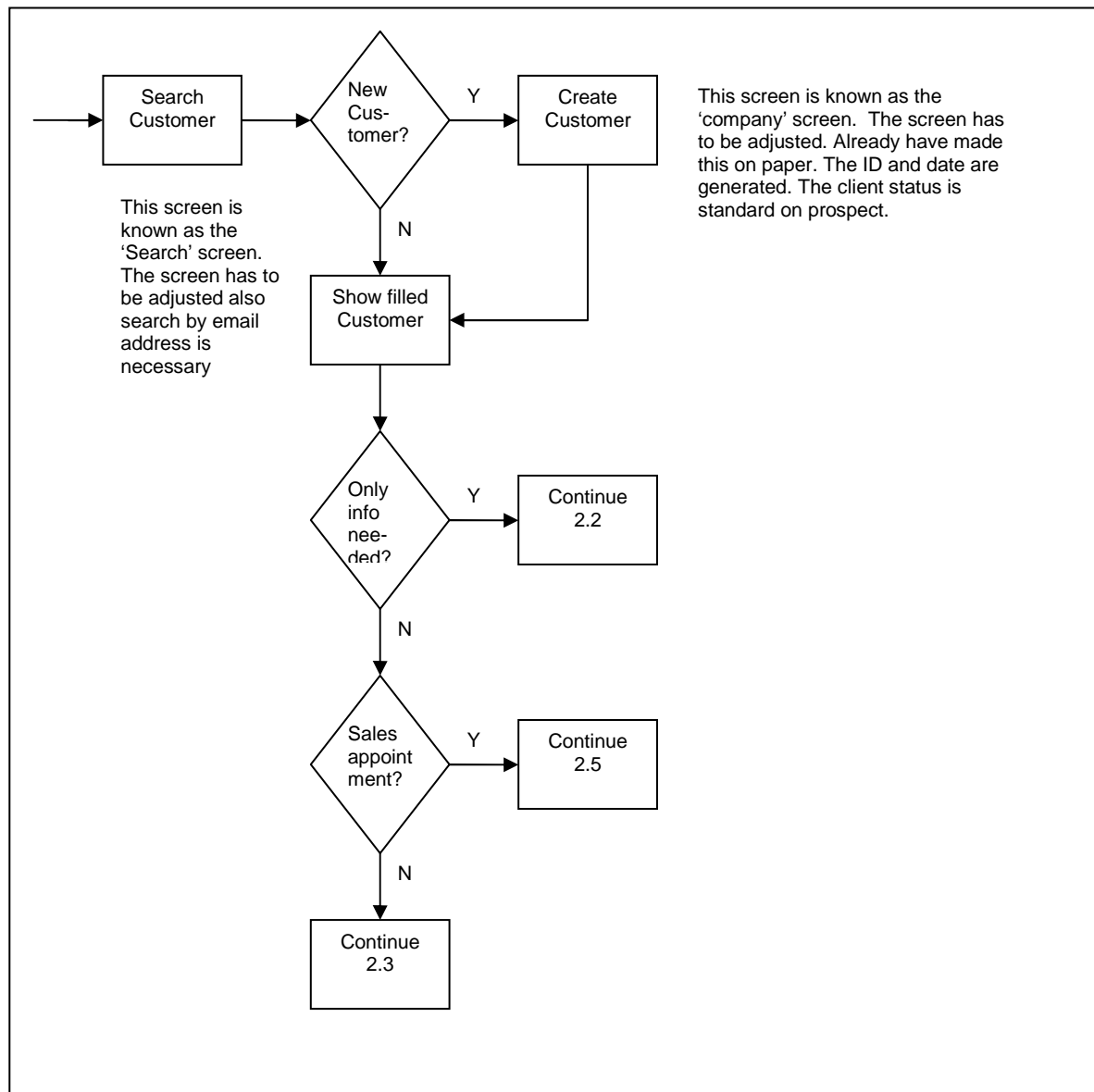


### 3.2.1 Activity Identify Customer

This activity leads to an identified customer. In case the customer is not identified it will be created. The process for campaigns and make appointments with customers will be described soon.

#### Information

Customer recognition. Amatus works with customer types to recognize the importance of service. The types are defined in the CRM system.



### 3.2.2 Activity Provide Information

This activity provides the customer all the necessary Amatus information. This information can be given via the web, by mail or email. In case the customer wants the information by email or mail the BO process can provide these info.

#### Information

The Amatus information consists of:

## Processes, activities and systems

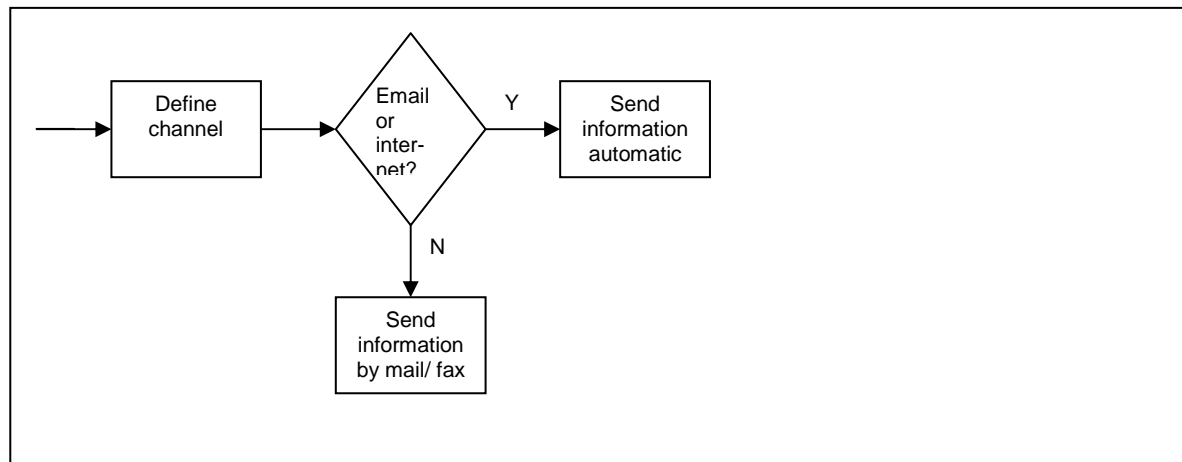
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- Brochure
- Price list
- Sales information letter
- Formal conditions (Algemene voorwaarden)
- Preparation letter (mandatory customer information)

Before an agreement is possible the customer has to give the following information:  
NAW, Financial status, KVK nr, Invoice Address, Copy of passport, SIM's quantity,  
Home mobile number, signature on form

### Actions

- Check web site if everything is covered
- Create procedure for mailing
- Create PDF package for email and web
- Create preparation letter



### 3.2.3 Activity Create proposal

This activity creates a proposal for the customer that will lead to an order form. This activity is depending on the customer type and communication medium. It is possible to create an proposal by human or by computer. In case of the computer the web site will offer all the necessary information to create an offer. In case of a human activity the sales person is creating the proposal.

#### Information

The customer needs to have information about:

- The entire Amatus service

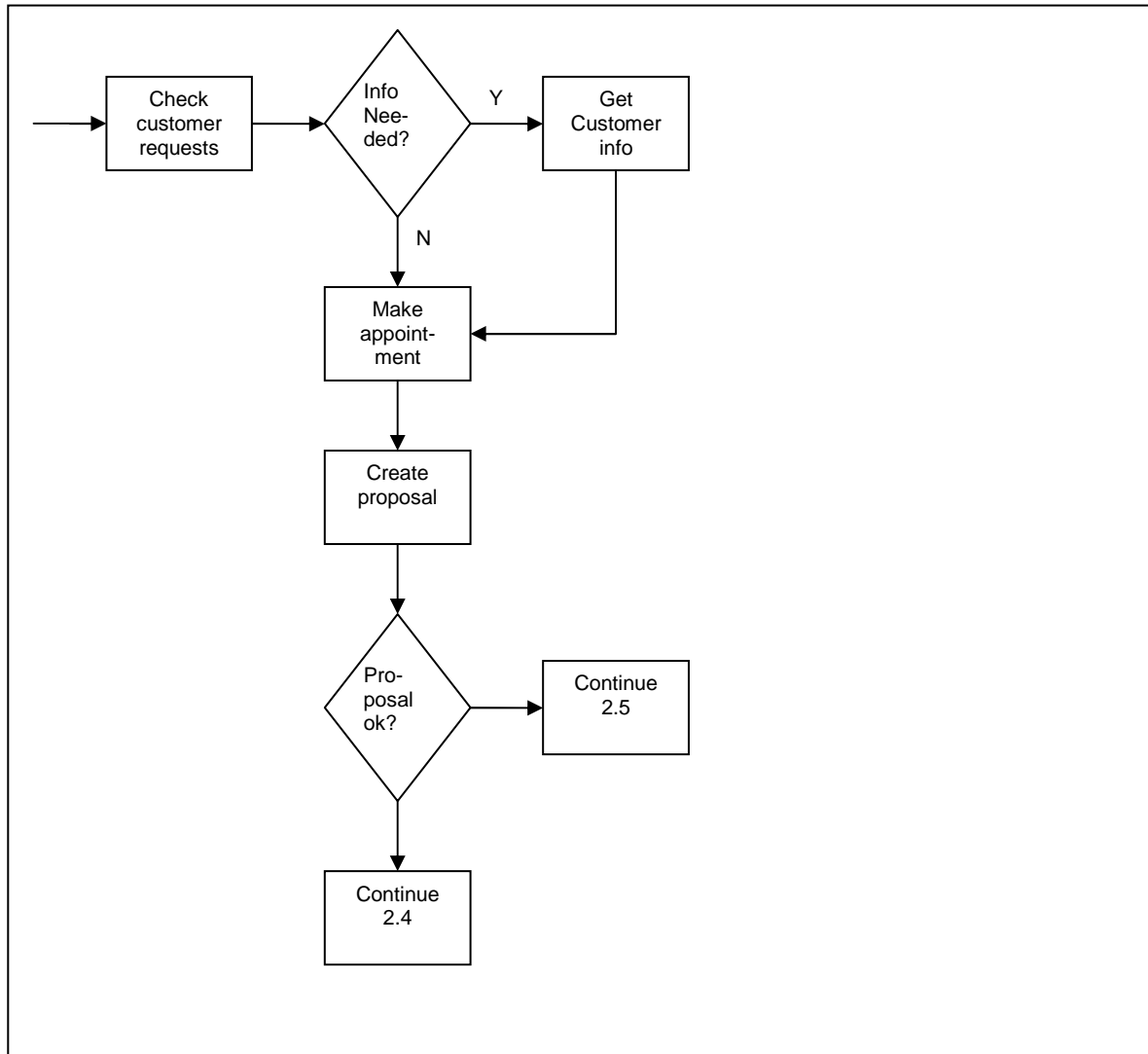
The sales person needs to have information about:

- The customer type
- The entire Amatus service

#### Actions

- Check web site if everything is covered
- Define customer type information
- Define decision procedures





### 3.2.4 Activity Negotiate proposal

The sales person will handle this activity manually and will lead to an order form. This activity is described in more detail at a later period of time (approx nov 2005).

#### Information

The customer needs to have information about:

- The entire Amatus service

The sales person needs to have information about:

- The customer type
- The entire Amatus service

#### Actions

- Negotiation space needed?
- Define handling time per customer type

### 3.2.5 Activity Create order

This activity will create an order form. Both the web site as the sales person create an order. In case a manually order form is created, the data has to be entered into the system. The printed order form has to be signed manually by the customer for a formal agreement.

## Processes, activities and systems

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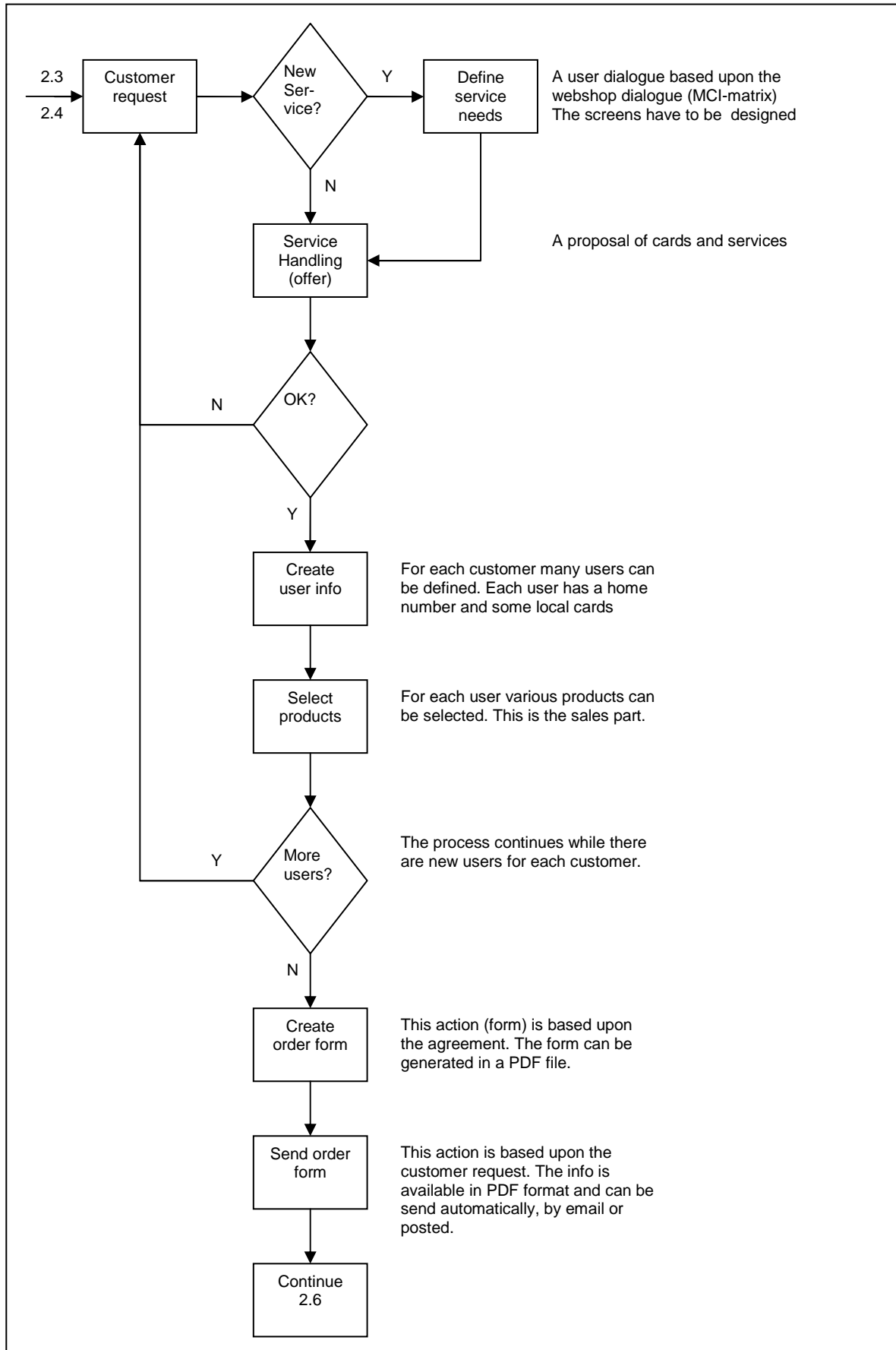
### Information

- A procedure to fill in the order form or a system that creates an order form
- The order becomes 'verbal'
- The customer will receive a copy of the signed order form
- The Sales back office will receive the original order form

### Actions

- Creation of order number to relate to shipment (tracking / tracing, servicing)
- Adjust the order form to the latest developments
- Check the web site if all required data is offered
- The generated email data has to be converted to a formal letter which can be signed by a customer
- Investigate the automatic order status transition

## Processes, activities and systems



### 3.2.6 Activity Check order completion (BO)

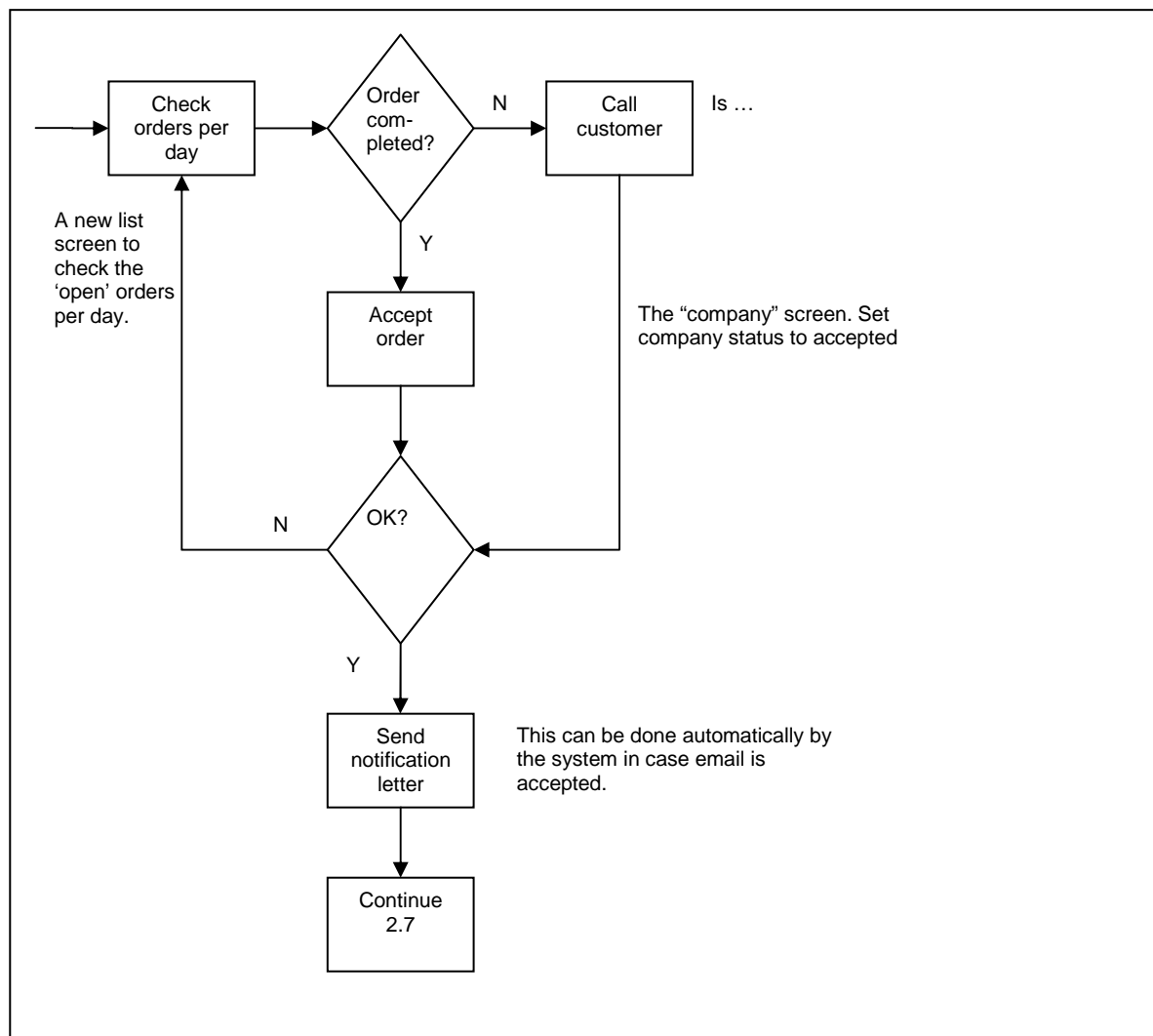
This activity will lead to a formal agreement. A person checks if all required information is received. In case all the information is ok, a notification will be send to the customer.

#### Information

- The order becomes 'accepted'
- Order form (or order number in case Sales already entered the data)
- A procedure to check the required information
- The customer will receive a notification of the agreement

#### Actions

- Develop a procedure to set the order (automatically) to accepted.
- Check list for the order completion
- Develop an automatic notification (agreement) letter function



### 3.2.7 Activity Assign Numbers (BO)

This activity will lead to the assignment of all the required numbers by user. The number assignment is vital for the right working of the Amatus service. The Xpert-billing system will be used for this activity. The system generates a Delivery list for the Delivery process. Also this activity will check the stock automatically.

#### Information

## Processes, activities and systems

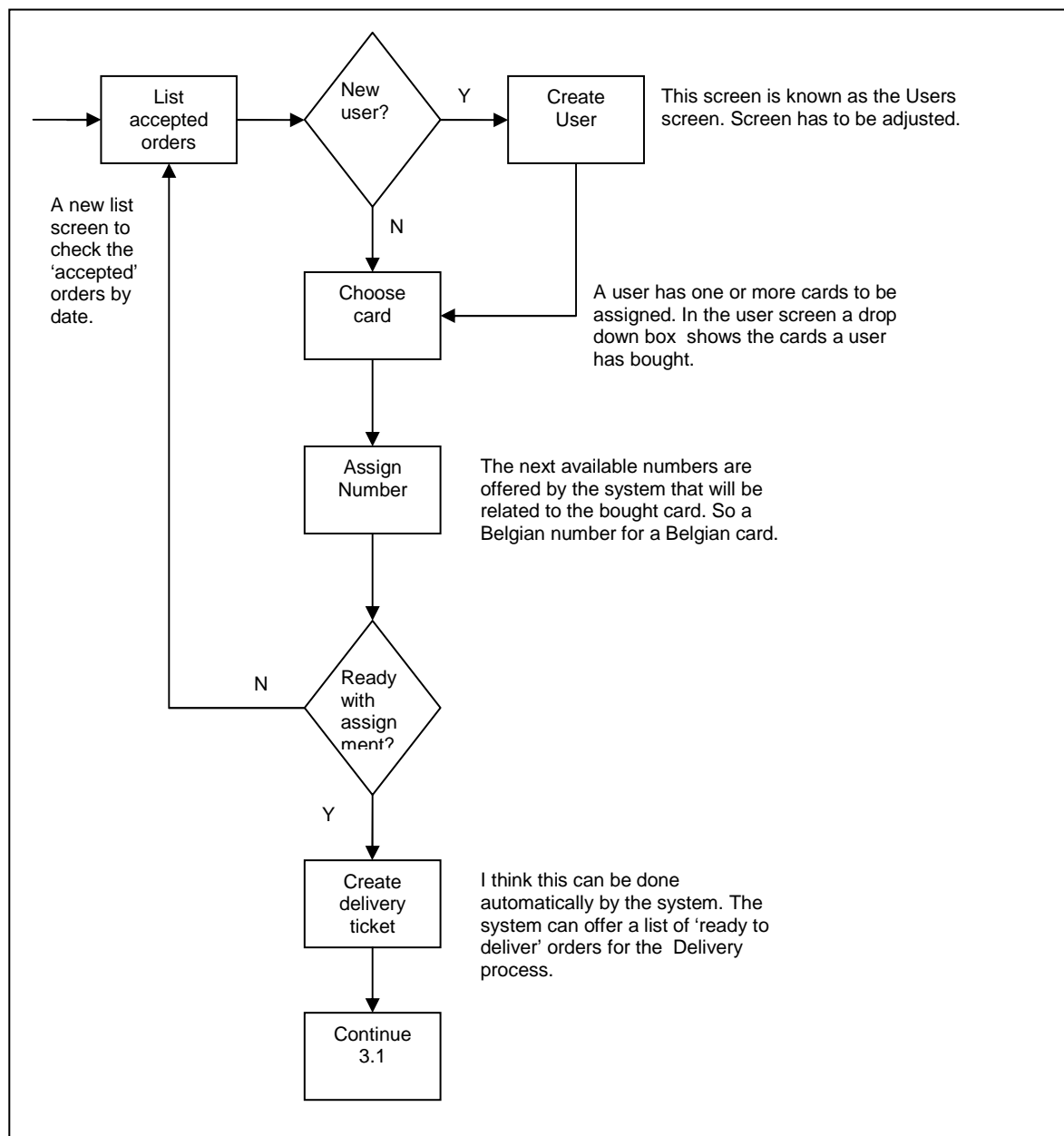
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- The order number or order form
- A known procedure to assign the numbers to the users
- A delivery list

### Actions

- The adjusted assignment procedure
  - o Example:
    1. Search order by order number
    2. Open the panel users
    3. Select diversion number
    4. Select active SIM numbers
    5. Open the service panel
    6. Enter the financial data
- A delivery list example
- Develop automatic delivery list
- Develop automatic stock control
- Develop available active number assignment from drop down boxes
- Develop available IMSI numbers from drop down boxes
- Develop available diversion numbers from drop down boxes

## Processes, activities and systems



### 3.2.8 Activity Manage numbers (BO)

This activity will lead to an up-to-date stock of mobile phones, SIM's and remotes. Per country the management procedure can differ. After the assignment of numbers the stock is smaller. An automatic check stock' function will generate the 'to be purchased' form.

#### Information

- Purchase form
- Upload procedure of SIM's (in case a new list of SIM's is arrived)
- Upload procedure IMEI's (in case a new list of mobile phones is arrived)
- Upload procedure Diversion (IAN) numbers
- A standard mail for activation of SIM's

#### Actions

- Investigate the (excel) data / procedure per country
- Investigate the Billing system (upload, database, querying,
- Develop upload procedures
- Develop email procedure

## Processes, activities and systems

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- Develop procedure to set SIM's 'active' in Billing system

### 3.2.9 Activity Manage CRM Database (BO)

This activity will lead to a clean database.

#### Information

- Upload procedure (in case a new list is bought)
- A clean up procedure

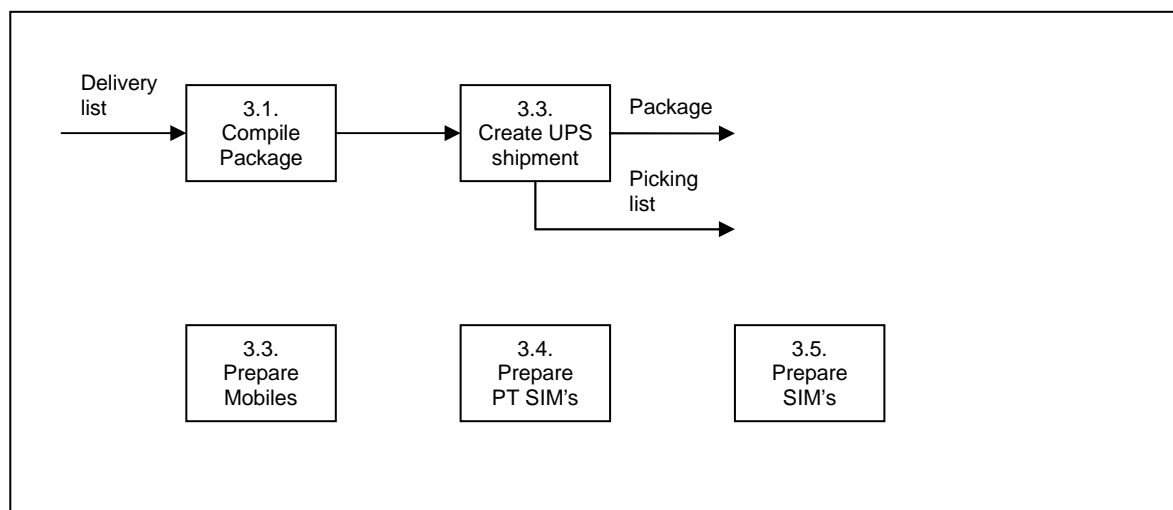
#### Actions

- Investigate third parties (new list providers)
- Develop cleanup procedure

## 3.3 Delivery

### Activities

1. Compile package
2. Create UPS shipment
3. Prepare mobiles
4. Prepare SIM's



### 3.3.1 Activity Compile package

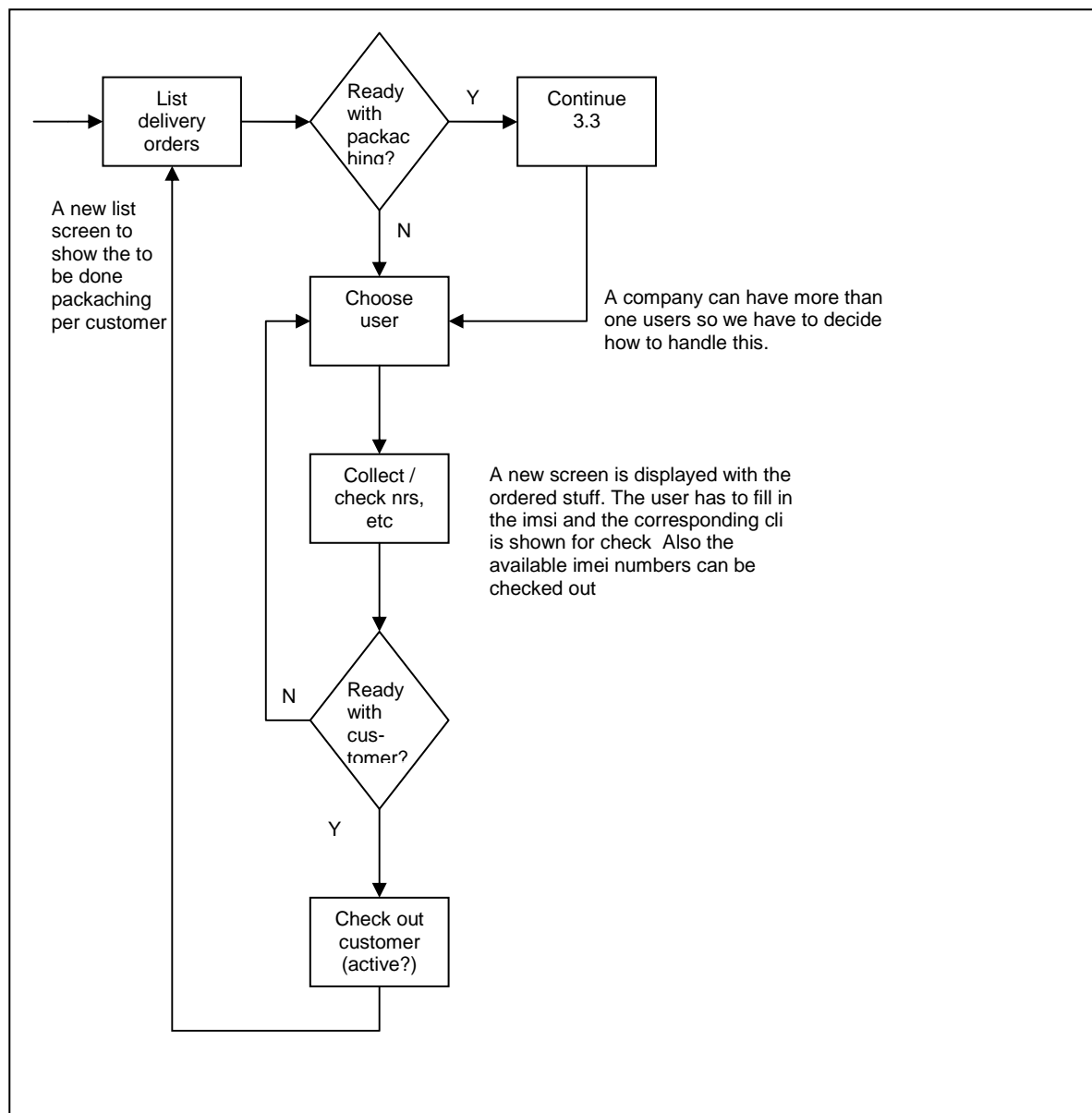
This activity will lead to an order package. The delivery list is used to compile all the necessary parts. Various handlings are needed (eg packing mobile phone, packing PT SIM's, packing Remotes, packing SIM's, packing manual, create credit card, packing credit card, printing personal letter, printing of picking list)

#### Information

- Delivery list
- Compile procedure
- Package

#### Actions

- Define compile procedure
- Develop automatic interface to create credit card



### 3.3.2 Activity Create UPS Shipment

This activity will create the UPS shipment and will set the order to 'activated'. The Order and the UPS shipment have to be related to each other for service activities. Delivery will enter the UPS shipment number into the Billing system or puts the number on the copied picking list. A copy of the picking list is handed over to Sales.

#### Information

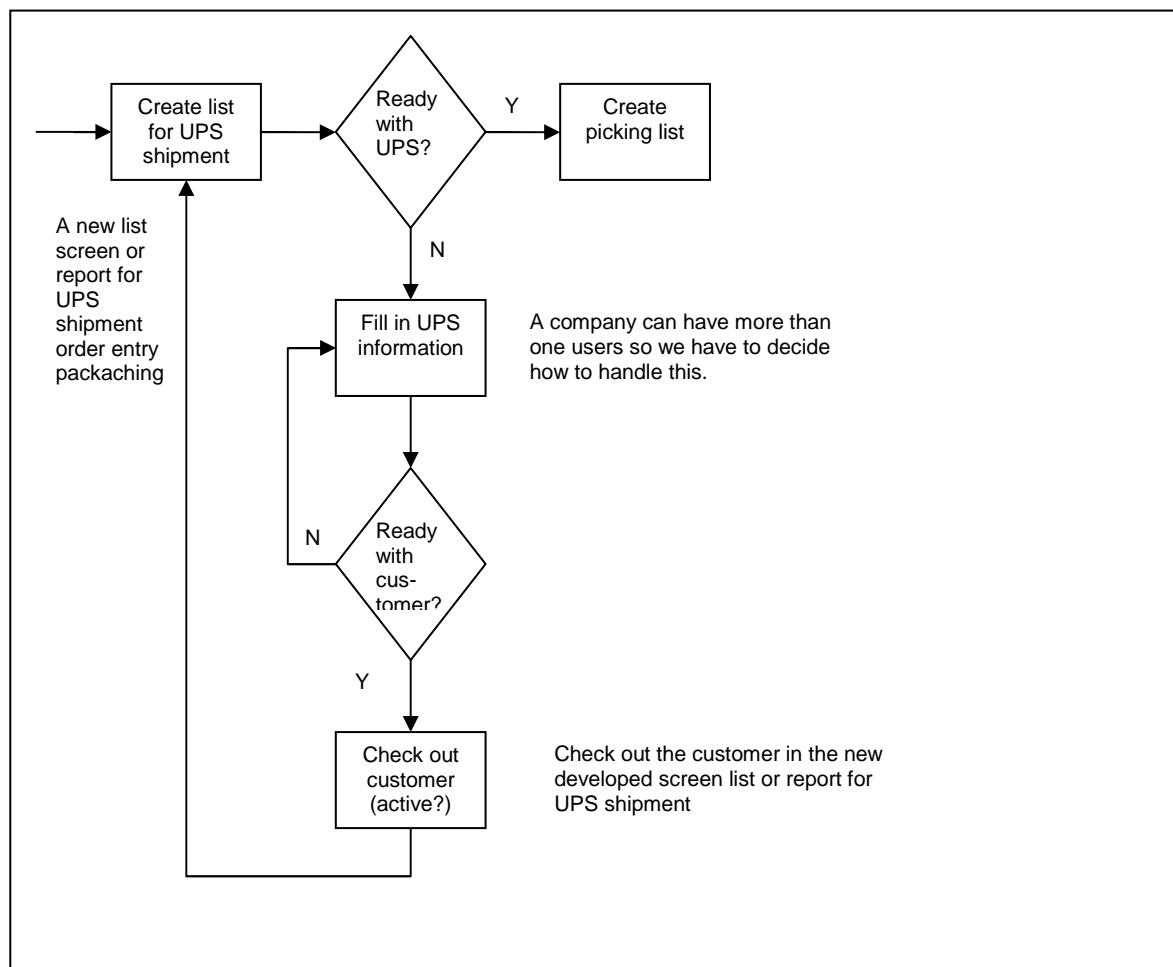
- Order becomes 'activated'
- UPS shipment procedure
- Picking list

#### Actions

- An UPS shipment procedure
- Relation needed between order and shipment
- Develop interface between Billing and UPS
- Investigate what is possible in the billing system



## Processes, activities and systems



### 3.3.3 Activity Prepare mobiles

This activity prepares the mobile phone when it is received from supplier.

#### Information

- Prepare procedure

#### Actions

- Check if the procedure is ready to roll

### 3.3.4 Activity Prepare PT SIM's

This activity prepares the PT SIM's when an software update is received from supplier. (flash procedure)

#### Information

- Prepare procedure

#### Actions

- Check if the procedure is ready to roll

### 3.3.5 Activity Prepare SIM's

This activity prepares the SIM's when activated from supplier.

## Processes, activities and systems

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### Information

- Prepare procedure

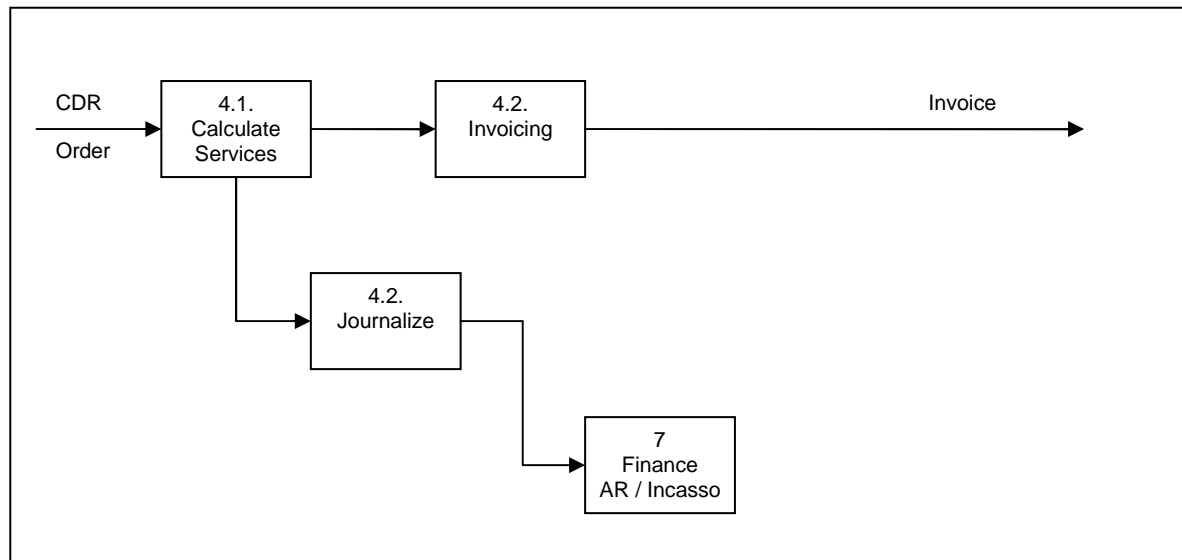
### Actions

- Check if the procedure is ready to roll

### 3.4 Billing

#### Activities

1. Calculate Services (including CDR Feed)
2. Create Invoice
3. Journalize (Debet/Credit)
  - (Accounts receivable)
  - (Incasso)



#### **Actions**

- Investigate process

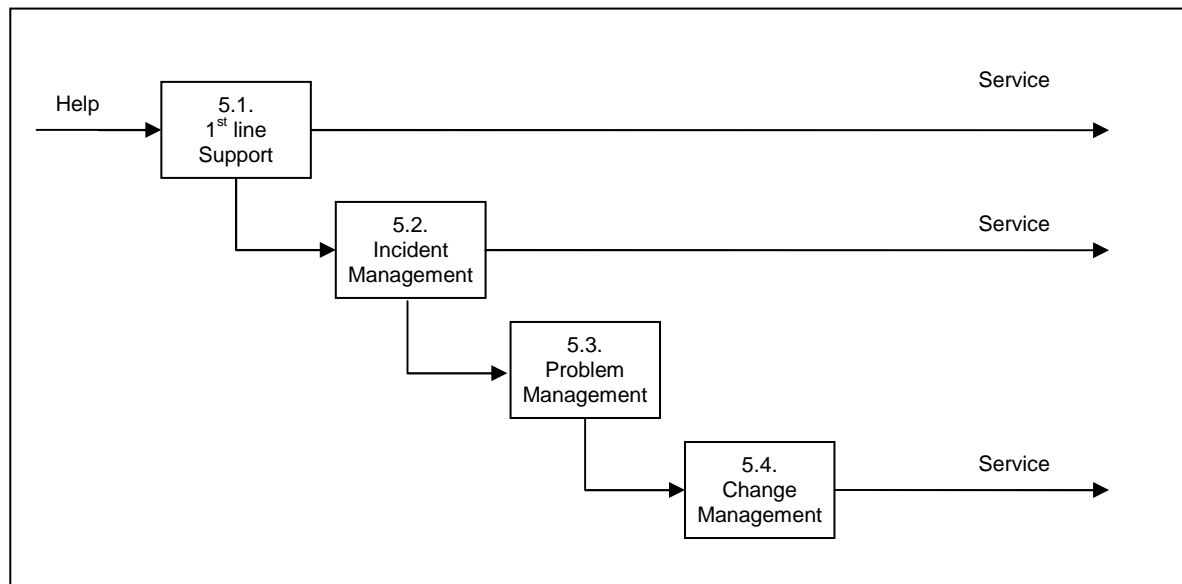
### 3.5 Customer Service

#### Activities

1. Service Desk or 1st line support
2. Manage Incidents
3. Manage Problems
4. Manage Changes
5. After sales (after service)

## Processes, activities and systems

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### Actions

- Investigate process

## 3.6 Purchase

### Activities

### Actions

- Investigate process

## 3.7 Finance

### Activities

### Actions

- Investigate process

## 3.8 HRM

### Activities

### Actions

- Investigate process

## 3.9 IT

### Activities

### Actions

- Investigate process

### 4 Action program

#### Main Actions

Nr	Action	Est. H	Est. C	Who	When
1	Investigate overall view	24			
2	Create overall view	16-24			
3	Installation of and access to (test) Billing system	8-40			
4	Installation of and access to (test) UPS software	2			
5	Billing System Know-How (database, system working, interfaces, ...)	160			
6	Simplify and secure number management process	32			
7	Simplify distribution process	32			

#### Marketing

Nr	Action	Est. H	Est. C	Who	When
1	Investigate process				
2	Analyzing database	160			
3	Creating reports				

#### Sales

##### Activity Identify Customer (FO)

Nr	Action	Est. H	Est. C	Who	When
1	Investigate Sales Force system. Sales (FO) works is going to work with a sales force system (with the Billing web version, new small CRM system, MS Office)				
2	Develop customer identification by customer number (user id, password), mobile number				
3	Create customer has to be checked by sales (create procedure)				
4	Develop recognition customer types				
5	Buy customer database (various systems)				

##### Activity Provide Information (FO/BO)

Nr	Action	Est. H	Est. C	Who	When
1	Check web site if everything is covered				
2	Create procedure for mailing				
3	Create PDF package for email and web				
4	Create preparation letter				
5					

## Processes, activities and systems

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### Activity Create proposal (FO)

Nr	Action	Est. H	Est. C	Who	When
1	Check web site if everything is covered				
2	Define customer type information				
3	Define decision procedures				
4					

### Activity Negotiate proposal (FO)

Nr	Action	Est. H	Est. C	Who	When
1	Negotiation space needed?				
2	Define handling time per customer type				

### Activity Create order form (FO)

Nr	Action	Est. H	Est. C	Who	When
1	Creation of order number to relate to shipment (tracking / tracing, servicing)				
2	Adjust the order form to the latest developments				
3	Check the web site if all required data is offered				
4	The generated email data has to be converted to a formal letter which can be signed by a customer				
5	Investigate the automatic order status transition				

### Activity Check order completion (BO)

Nr	Action	Est. H	Est. C	Who	When
1	Develop a procedure to set the order (automatically) to accepted.				
2	Check list for the order completion				
3	Develop an automatic notification (agreement) letter function				

### Activity Assign Numbers (BO)

Nr	Action	Est. H	Est. C	Who	When
1	The adjusted assignment procedure				
2	A delivery list example				
3	Develop automatic delivery list				
4	Develop automatic stock control				
5	Develop available active number assignment from drop down boxes				
6	Develop available IMEI numbers from drop down boxes				
7	Develop available diversion numbers from drop down boxes				

### Activity Manage numbers (BO)

Nr	Action	Est. H	Est. C	Who	When
----	--------	--------	--------	-----	------

## Processes, activities and systems

1	Investigate the (excel) data / procedure per country				
2	Investigate the Billing system (upload, database, querying,				
3	Develop upload procedures				
4	Develop email procedure				
5	Develop procedure to set SIM's 'active' in Billing system				

### Activity Manage CRM Database (BO)

Nr	Action	Est. H	Est. C	Who	When
1	Investigate third parties (naw list providers)				
2	Develop cleanup procedure				

## Delivery process

### Activity Compile package

Nr	Action	Est. H	Est. C	Who	When
1	Define compile procedure				
2	Develop automatic interface to create credit card				

### Activity Create UPS Shipment

Nr	Action	Est. H	Est. C	Who	When
1	An UPS shipment procedure				
2	Relation needed between order and shipment				
3	Develop interface between Billing and UPS				
4	Investigate what is possible in the billing system				

### Activity Prepare mobiles

Nr	Action	Est. H	Est. C	Who	When
1	Check if the procedure is ready to roll				

### Activity Prepare PT SIM's

Nr	Action	Est. H	Est. C	Who	When
1	Check if the procedure is ready to roll				

### Activity Prepare SIM's

Nr	Action	Est. H	Est. C	Who	When
1	Check if the procedure is ready to roll				

## Billing

Nr	Action	Est. H	Est. C	Who	When
1	Investigate process				
2	Investigate Oregon process	16			
3	Develop a secure interface Xport-Billing - Oregon	40			

## Processes, activities and systems

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### Customer Service

Nr	Action	Est. H	Est. C	Who	When
1	Investigate process				
2	Define process, procedures and roles				
3	Organize weekend shift process				

### Purchase

Nr	Action	Est. H	Est. C	Who	When
1	Investigate process				

### Finance

Nr	Action	Est. H	Est. C	Who	When
1	Investigate process				
2	Define decoupling points				
3	Analyze / create interface needs				

### HRM

Nr	Action	Est. H	Est. C	Who	When
1	Investigate process				

### IT

Nr	Action	Est. H	Est. C	Who	When
1	Investigate process & systems	160			
2	Organize roles and responsibilities	160			
3	Create overview diagrams and document	40			