



Tianjin Mobile

Tianjin Mobile Improves Efficiency and Customer Satisfaction with BMC

Geography

China

Industry

Communications

Business Need

Enhance service quality and customer satisfaction by implementing an automated incident and problem management platform and revamping processes based on proven best practices.

Solution

Tianjin Mobile implemented BMC® Remedy® Help Desk and BMC® Remedy® Service Level Agreements as the technology foundation for a new electronic operation maintenance management platform.

Results

- > Response time shortened by two-thirds
- > Problem processing time shortened by two-thirds
- > Problem processing capacity improved threefold

Looking to enhance service quality and customer satisfaction, Tianjin Mobile Communications Co., Ltd. turned to BMC® Remedy® Help Desk and BMC® Remedy® Service Level Agreements as the best practice technology foundation for a new electronic operation maintenance management platform. The implementation resulted in shorter response times, quicker problem resolution, and improved processing capacity.

CHALLENGE

Superior service has made Tianjin Mobile Communications Co., Ltd., one of the fastest-growing mobile communications providers in the Tianjin region of China. The company already has 3.48 million users and the number is rising rapidly. Tianjin Mobile's operation maintenance department is responsible for providing service to this growing customer base. Maintaining service quality is a difficult task in the mobile communications field because of the variety of failures that can occur, including breakdowns in wireless, switching, power, and transmission components. Statistics show that, on average, it takes three specialists to handle one failure.

In the past, handling incidents and problems was primarily a manual effort. When a user reported a failure, the front-line services support department would record basic information about the user and incident on a failure form. The department would then distribute the form to the appropriate department. As the number of customers expanded and the IT infrastructure became more complex, the shortcomings of this manual process became obvious. Failure forms began to pile up in various departments, causing delays in problem resolution and degrading the quality of service.

Wang Zhen, an engineer in Tianjin Mobile's network management center, put together a team to investigate process improvements. Team members looked at the company's serial approach to handling incidents, which consisted of routing the failure forms from one department to the next until the incident was resolved. This method worked in terms of ensuring that all incidents were resolved. However, this process took too long to maintain customer satisfaction. The team tried a parallel method in which all departments received a failure report at the same time and began working on it immediately. This approach reduced resolution times, but departments complained that they were wasting time and energy on failure reports not related to them.

In addition to being inefficient, this method also did not provide the ability to track down the status of individual incidents. Information, such as failure occurrence frequency, type, status of handling, and resolution, was not available, so there was no way to assess the efficiency or performance of incident and problem handling.

SOLUTION

In 2005, Tianjin Mobile engaged the services of UltraPower Software Co., Ltd., a company with rich experience in China's mobile electronic operation maintenance field. UltraPower is the largest IT management software and solution provider in China. Tianjin Mobile conducted an onsite comparison of solutions from several vendors and, based on the results, selected BMC® Remedy®

Help Desk (a previous version of BMC® Remedy® Service Desk) and BMC® Remedy® Service Level Agreements (a previous version of BMC® Service Level Management) as the technology foundation for a new electronic operation maintenance management platform (E-OMS).

The solutions are part of the BMC® Remedy® IT Service Management Suite, which includes integrated applications that address incident and problem management, asset management, change management, and service level management. The underlying database and workflow engine were two of the primary capabilities that drove the decision to implement solutions from BMC.

Additional factors affecting the decision included rich functionality to address a broad range of IT service management needs, the high degree of scalability required to support Tianjin Mobile's rapid growth, and easy integration with Tianjin Mobile's services applications. Tianjin Mobile was confident it could fully count on BMC and its partners to ensure successful planning, development, and deployment of E-OMS.

EFFICIENT INCIDENT AND PROBLEM MANAGEMENT

Tianjin Mobile has completely changed its incident and problem management processes and now leverages out-of-the-box best practices processes that are built into BMC Remedy Help Desk. These best practices are fully compatible with IT Infrastructure Library (ITIL®) guidelines for effective management of the IT environment.

The new system uses rules to distribute electronic failure forms directly to the computers of the appropriate support people in the relevant departments. Support personnel can open the form on the BMC Remedy Help Desk screen and see the user's equipment configuration and description of the incident. Consequently, they can begin problem resolution with virtually no delay. By automating this process, Tianjin Mobile has not only shortened its handling time by two-thirds and sped recovery, but also has greatly improved customer satisfaction. Meanwhile, mobile communications experts can check the status of problem or task handling and execution anytime. The system can also effectively help them to coordinate and collaborate on complicated problems that they uncover as they address a particular incident.

BMC Remedy Help Desk provides a complete and highly efficient workflow management environment with automated services workflows among departments. Through the system, incident information, personnel assignments, status of handling at the relevant department, and other data are stored in an underlying database as the basis for statistical analysis and decision-making. This historical data provides insight into process efficiency, enabling the staff to identify areas for improvement and adjust workflows to continually improve them. According to Wang Zhen, the increase in efficiency and productivity has been dramatic, "We're supporting three times the workload we had before with the same number of people."

ENSURING SERVICE LEVELS

Tianjin Mobile is taking advantage of BMC Remedy Service Level Agreements to establish service level agreements (SLAs) and monitor the performance of the IT organization against those commitments. Management can easily identify individual performance and meet with technical support personnel to help them to improve their problem-handling skills. Using the incident information stored in the database — in particular failure submission time and percentage of failures already solved — the company can gain a precise picture of the quality of the services it delivers.

SUCCESSFUL MEASURES

Tianjin Mobile Communications Co., Ltd. has long been committed to providing customers with top-notch mobile communications networks. The deployment of the E-OMS, which is based on BMC Remedy applications, is helping Tianjin Mobile not only optimize its services workflows for daily operation maintenance tasks, but also improve work efficiency and supervisory management quality. The system helps Tianjin Mobile provide customers with superior quality and sound mobile communications network services, and thus wins user satisfaction and loyalty.

"We're supporting three times the workload we had before with the same number of people."

Wang Zhen
Engineer, Network Management Center

Key Products Used

- > BMC® Remedy® Help Desk (a previous version of BMC® Remedy® Service Desk)
- > BMC® Remedy® Service Level Agreements (a previous version of BMC® Service Level Management)

About Tianjin Mobile Communications Co., Ltd
Tianjin Mobile Communications Co., Ltd. is controlled by China Mobile Communications Corporation, a company on Fortune's World Top 500 List. The company has built the largest mobile communications network in China's Tianjin region. Tianjin Mobile has more than 3.48 million users and offers one of the highest-quality networks in China

About BMC Software

BMC Software delivers the solutions IT needs to increase business value through better management of technology and IT processes. Our industry-leading Business Service Management solutions help you reduce cost, lower risk of business disruption, and benefit from an IT infrastructure built to support business growth and flexibility. Only BMC provides best practice IT processes, automated technology management, and award-winning BMC® Atrium™ technologies that offer a shared view into how IT services support business priorities. Known for enterprise solutions that span mainframe, distributed systems, and end-user devices, BMC also delivers solutions that address the unique challenges of the midsized business. Founded in 1980, BMC has offices worldwide and fiscal 2006 revenues of more than \$1.49 billion. Activate your business with the power of IT. www.bmc.com.



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