

# VIVACOM

www.vivaonline.bg/en/home

The screenshot displays the VIVACOM customer portal. At the top, there are navigation links for 'BG | EN', 'PRIVATE CUSTOMER', and 'BUSINESS CUSTOMER'. The main header includes the 'VIVAONLINE' logo and a search bar. Below the header is a horizontal menu with categories like 'SERVICES & PROFILE', 'USAGE & E-INVOICES', 'ADDITIONAL SERVICES', 'FEEDBACK & PROBLEM RESOLUTION', 'VIVACLUB', and 'MULTIMEDIA & ENTERTAINMENT'. The main content area is titled 'Usage & Invoices' and features a user greeting, 'Your last entry' information, and a 'Current Usage & Included Services' section. This section includes 'IMPORTANT INFORMATION' and a table for usage details.

Billing Account	Billed Due Amount (VAT Incl.)	Current Unbilled Usage (VAT Excl.)	Billing Period	Days Until Bill Cycle	Maximum Financial Limit	Used % of Limit
4853221	0.00 BGN	20.87 BGN	08.05.2016 - 01.06.2016	14	500	4 %

## In Brief

### Company:

VIVACOM

### Country/Region:

Bulgaria

### Industry:

Telecommunications

### Use Case:

Public websites, Customer portals, Knowledge Management Platforms

## Organization

VIVACOM is Bulgaria's leading telecommunications service provider. With more than 4 million customers and 240 retail shops throughout the country, they are industry leaders in providing innovative and effective telecommunications solutions. VIVACOM's services include mobile and fixed voice services, high speed fiber-optic internet, digital interactive TV, data transmission and custom made solutions. The company is also committed to supporting local communities through the VIVACOM Fund, which makes annual donations to education, culture, sports and other types of charitable projects.

## Challenge

From its beginnings as Bulgaria's first telecommunications operator, VIVACOM has experienced enormous growth. The underlying technology and business processes, however, were not keeping pace. Although some processes were digitized, VIVACOM was yet to develop a comprehensive digital business approach. Its existing customer portal was limited to providing electronic invoices in a non-standard format. It had narrow scope and was a one-way channel for distributing information rather than the dynamic communication tool the company needed.

As a large organization with a variety of offerings, VIVACOM needed to create a digital solution that worked across all products and for any audience segment, whether customers or employees. They needed a holistic solution that met the demands of business users – a fast, easy to use platform that streamlined multiple business processes and delivered a seamless customer experience.



The Liferay platform is helping us reach our goals: to improve the customer experience and reduce costs.



Planem Dimitrov

Senior Manager Quality and Development,  
Customer Service

## Resolution

VIVACOM chose the Liferay platform to create a self-service channel for customers called VIVAONLINE. Customers use it to engage with personalized, relevant information on demand such as tariff description, service status and due date notifications. Customers can also manage their own accounts and access electronic invoices, view payment history and current usage, and change preferences relating to invoicing and contact details.

A single platform consolidates every interaction to ensure that all internal business units have a unified view of the customer. This ensures the customer has a consistent experience across all touch points, and they have a quicker and more convenient way of interacting with VIVACOM than ever before. Liferay's flexibility also means VIVACOM can continue to modify the platform and add features as needed. The company is now equipped to be much more agile and responsive to customer feedback than ever before. The result is a more effective business as well as a customer experience that is consistently improving.

VIVACOM worked closely with a systems integrator to achieve a smooth, successful implementation. They customized the platform as needed and integrated it with VIVACOM's existing systems for optimum use of legacy IT and data.

## Business Value Added

The introduction of VIVAONLINE was supported by an integrated marketing campaign launched three years ago to raise awareness of the channel amongst customers. Numbers increased steadily until they reached 350,000 registered users and 770,000 e-invoices by the end of 2015. By mid-2016 there were just under 375,000 users, and the target for e-invoices was 1.15 million by year end. The primary use case of VIVAONLINE is to handle invoicing, which enormously benefits VIVACOM given their customer base of approximately 4 million. The usage of that particular function has increased more than five times since implementing Liferay.

VIVAONLINE is an essential building block for VIVACOM as they transform the customer experience and reduce business costs. An intuitive UI makes it quicker for customers to access what they need, creating a customer experience both enjoyable and timesaving. Not only can the customer bypass agent interaction and the risk of human error, but he now has the freedom and flexibility of 24/7 access on the device of his choice. In addition, Liferay came with out-of-the-box features which actually provided some of the additional services VIVACOM needed, saving valuable development time. As a flexible, modular platform, Liferay ensures that VIVACOM's business can continue to adapt and innovate to guarantee its continued success as an industry leader. VIVAONLINE has proved to be a solid base to continue building on, and the development of additional online services is on VIVACOM's digital roadmap.



### The Liferay Difference

- 390,000 active users
- Record increase in e-invoices accessed through VIVAONLINE
- Successful integration including CRM, Billing, ESB, SSO, Legacy

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