



The Customer

- **Industry:** Satellite Communications
- **Geographics:** Headquartered in Germantown, Maryland with more than 25 facilities worldwide
- **Revenues:** \$1.3 Billion
- **Employees:** 2,400

PeopleSoft Enterprise Products

- Customer Relationship Management
 - CRM Portal Pack
 - FieldService
 - HelpDesk
 - HelpDesk Employee Self Service
 - Support
 - Support Customer Self Service
 - Marketing
 - Sales

Implementation Team

Hughes Network Systems and Apex IT

Customer Service Level

Standard

"PeopleSoft CRM has transformed our business. We've gone from having disparate processes to becoming best-in-class. Our competition can't provide the level of customer service and support automation that we do with these products."

Bruce Lemieux

Assistant Vice President, IT Applications

Hughes Network Systems

Business Challenge

Hughes Network Systems wanted to deliver world-class customer service. But working with thousands of service partners and disparate systems made it difficult. Because efficient service fulfillment requires coordination of many third-party installers and technicians, the company realized that it needed to develop a comprehensive service strategy that it could extend across and beyond the enterprise to improve the customer experience—at a lower cost.

PeopleSoft Solution

Hughes Network Systems created a company-wide initiative, with a focus on service excellence, and began upgrading its Vantive systems to PeopleSoft Enterprise Customer Relationship Management (CRM) from Oracle. Now it has a global service strategy and is consolidating its customer service systems and partners into a single, integrated system. As a result, Hughes will dramatically improve service levels and customer satisfaction while containing costs.

Business Benefits

Hughes Network Systems uses PeopleSoft Enterprise CRM to:

- Implement a consolidated global service strategy that sets the company apart from its competition.
- Leverage a 360-degree customer view to deliver superior service at lower costs.
- Gain a comprehensive customer view in one click.
- Outsource service to focus on core competencies.
- Give partners access to the system and the ability to use service best practices.
- Drive customers to log and track cases through self-service tools.

Quantifiable Benefits

- Managing 1.2 million support cases per year.
- Achieved 65 percent case creation through self service.
- Improved installation scheduling process accuracy to 95 percent in six months.
- Reduced service call time by 60 seconds due to CTI integration.
- Supporting twice as many customer installation sites without an increase in call center headcount.

Hughes Network Systems Is Wired for Service with PeopleSoft Enterprise CRM

As the world's leading provider of broadband satellite network solutions, Hughes Network Systems (HNS) constantly tailors its support programs to the changing needs of its customers. But the company also seeks to avoid the high costs that often come from supporting sophisticated technology installations. Seeking to unite its customer support programs into one cost-effective global service strategy, HNS is migrating from Vantive to PeopleSoft Enterprise CRM.

Standardizing Customer Support Processes

Having sold 600,000 systems in 85 countries, HNS needed a single, integrated view of its customer support processes. "Historically, we have run separate Vantive implementations for enterprise customers and consumers," says Bruce Lemieux, assistant vice president for IT Applications. "With PeopleSoft Enterprise CRM, we're establishing one standard way to meet the support needs of all of our customers. For example, we're now better able to provide automated field support services to small franchises that may only have a couple of stores. This type of service was traditionally offered only to large enterprise customers with hundreds or thousands of locations."

PeopleSoft's self-service capabilities are helping HNS to address support issues more efficiently. About 20 to 25 per-cent of employee service issues and 60 to 70 percent of customer support issues are now logged online. HNS uses PeopleSoft Enterprise HelpDesk to log and track more than 30,000 annual IT and Facilities support cases in real time. HNS has used workflow and notifications to efficiently manage these support cases and has decreased service time by consistently routing each case to the right agent. Once the migration from Vantive to PeopleSoft is completed, more than 1.2 million cases annually will be managed in PeopleSoft Enterprise CRM.

Working in real time has enabled HNS call center agents to provide better service at a lower cost. "When a customer calls, we already have their site information—such as customer number, address and credit card—

displayed on the page," says Steve Finley, senior director for IT Customer Service Systems. "Our agents are saving about 60 seconds per call by eliminating unnecessary questions and data entry. Since 1999, we've doubled the number of customer installations we support without increasing our call center headcount."

Real-Time Information, Real-Time Service

In providing technical support to customers, HNS faces the challenge of deploying thousands of technicians who are not company employees. With PeopleSoft Enterprise CRM, HNS has drastically streamlined the process of scheduling and dispatching technicians.

"A few years ago, the entire process was manual," Lemieux recalls. "Our customer service agent would call their dispatch center to send out a technician, and customers had to call us for status updates. Today, with PeopleSoft Enterprise CRM, it's fully automated."

PeopleSoft Enterprise Portal has become HNS's new standard for sharing enterprise information. Employees can get a 360-degree view of each customer. Customers can get all relevant information in one online location, strengthening their relationship with HNS.

"Our philosophy with PeopleSoft has been to establish lots of integrated customer touch points," says Lemieux. "All of our business rules are in one place in PeopleSoft, so we can act on customer information to make sure we're resolving issues quickly and consistently. And seeing consumers and enterprise customers in the same view enables us to develop valuable new services that benefit our entire customer base."

Unrivaled Customer Support

Today, customer relationship management is a strategic, integrated activity at Hughes Network Systems. "PeopleSoft has helped us transform our customer management and service process," says Lemieux. "We've gone from having disparate processes to becoming best-in-class. Our competition can't provide the level of customer service and support automation that we do with these products."