



MTC-Vodafone (Bahrain)
Manama, Bahrain
www.mtc-vodafone.com.bh

Industry:

Telecommunications

Oracle Products & Services:

Oracle Marketing
Oracle Telesales
Oracle Project Billing
Oracle Scripting
Oracle Advanced Outbound
Telephony
Oracle Discoverer

Oracle Partner:



Satyam Computer Services Ltd
www.satyam.com

“The Oracle solution not only helps us to plan, manage, and execute our campaigns, it also measures their success by providing informative matrixes that capture data from billing, customer care, and campaign management.” – Khawla Allan, Enterprise Applications Senior Manager, MTC Vodafone (Bahrain)

MTC-Vodafone (Bahrain) Steps Up Marketing Operations

MTC-Vodafone (Bahrain) was formed in 2003 as an extension of the Mobile Telecommunications Company (MTC) Partner Network Agreement with Vodafone. At the forefront of technological telecommunications development in the Middle East, the organization swiftly gained more than 250,000 customers in Bahrain, taking more than 27 percent of the market share. It offers high quality voice and video mobile communication, data transmission, and advanced mobile services such as high-speed internet access, e-mail, and video streaming.

Challenges

- Acquire a system to support marketing campaigns—lack of a system resulted in ad hoc planning and execution and poor follow-up
- Improve budgeting and provide return on investment (ROI) tracking for campaigns
- Provide an integrated view of the customer, including billing details

Solution

- Established an automated system for campaign creation, execution, and monitoring using customer relationship management (CRM) applications from Oracle E-Business Suite, including Oracle Marketing, Oracle Telesales, and Oracle Interaction Center
- Enabled monitoring, measuring, and evaluation of campaigns by tracking budgeting, expenses, and ROI, including fund allocation to each campaign
- Provided real-time integration with the billing system, delivering an integrated view of the customer during campaign execution and improving turnaround times for collection calls
- Integrated with outbound telephone and e-mail channels, facilitating the automation of key processes such as calls collection
- Used Oracle Partner Satyam Computer Services Ltd. to ensure on-time, on-spec implementation of the campaign management solution