



Warid Telecom  
Lahore, Pakistan  
www.waridtel.com

#### Industry:

Communications

#### Employees:

2,000

#### Oracle Products & Services:

Oracle Business Activity Monitoring  
Oracle Business Process Analysis Suite  
Oracle BPEL Process Manager

**“Oracle Fusion Middleware solutions enabled us to streamline our business processes to improve staff performance and the service we offer our customers.”** – Atif Hassan, Assistant Manager, E-Business Automation, Warid Telecom

### Warid Telecom Improves Employee Management Efficiency by 15 Days, Enhances Customer Service

Established in 2005, Warid Telecom offers mobile and long distance communications services to retail and corporate customers. The company is backed by Abu Dhabi Group, one of the largest corporations in the Middle East and the single largest foreign investor in Pakistan. In July 2007, the Abu Dhabi Group entered into a strategic alliance with Singapore Telecom, after which the latter acquired a 30% equity stake in Warid Telecom.

#### Challenges

- Reduce the time it takes for the company’s quality assurance department to gather monthly key performance indicator (KPI) data; information ranging from how many customers visit its business center, to how long it took staff to serve them, and the number of complaints
- Provide managers with fast access to information about how customer service staff are performing against their KPIs to improve employee performance and customer service

#### Solution

- Deployed Oracle Business Activity Monitoring, Oracle Business Process Analysis Suite, and Oracle BPEL Process Manager to automate business processes, enable managers to make decisions faster, and improve customer service
- Enabled administration staff to remove an employee’s details from its business systems 15 days faster than previously ,a task that was done manually by various departments when an employee resigned
- Ensured that a departing employee’s user name and password were automatically removed, providing a high level of security for company data
- Enabled the easy identification and tracking of internal and external customer requests to ensure a timely response to their queries
- Expected to implement Oracle Service Bus to enable customers to have one interface for mobile and long distance communications service management