

# Microsoft Telecommunications Solutions Catalog



Wind Mobile is a Canadian wireless telecommunications provider operated by Globalive Communications Corporation. The company initially launched mobile data and voice services on December 16, 2009. As of 18 January 2013, Wind Mobile has over 600,000 active subscribers making it the fourth largest Canadian mobile operator. Wind is part of a global organization with over 200 million customers as of January 2013. They operate in 16 countries globally, and have over 66,000 employees.

## Technologies used

CMS:  
Microsoft SharePoint 2007 - SP3

Database engine:  
Microsoft SQL Server 2005 - SP3

Commerce engine:  
Microsoft Commerce Server 2007 - SP2

Custom Code:  
C# based on .NET Framework 3.5 (User control using Smart web part in SharePoint)

Integration Layer:  
Windows Communication Foundation (WCF)

## Business Situation

As stated, Wind Mobile is a relatively new player in the Canadian telecommunication market. There are already big players and the market was already comparatively stable. Wind Mobile, however, accepted the challenge and bravely entered the market and is aiming to increase its market share. On its pursuit, Wind Mobile is depending on three main drivers, namely network coverage expansion, network distribution growth and value for money services provisioning.

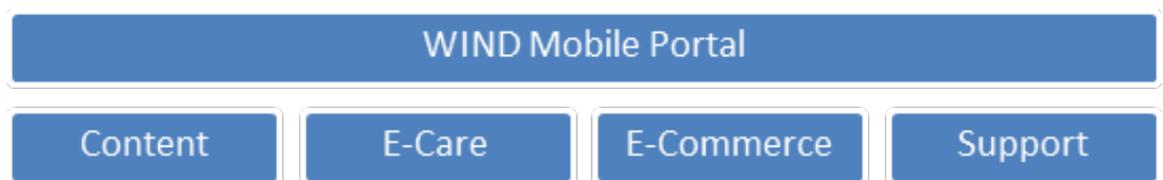
At this entry stage, Wind mobile is trying to reach the masses, show them what it has to offer and make it as easy for them as possible. All of this of course, is in addition to offering them a more economical alternative. On the other hand, it is also determined to set a model for the smooth and easy customer service; customers should be empowered to access all the services instantly and feel that Wind mobile makes their lives easier.

## Technical Situation

Technically, Wind Mobile is still a green field. It did not have any portals, nor any online existence. Furthermore, it also did not offer any services or assistance for the customers. Also its stores and inventory were distant and the mobility between the stores was not endorsed.

Wind Mobile is seeking a whole online experience to attract customers. It was looking for a complete online solution for its customers, so that it can simplify their experience and motivate them to join Wind mobile and try its services.

## Solution



Link development's solution for this company was a perfect fit to its



demands. The solution was divided into two main segments. The first one is WIND Digital, while the other is WIND.CAP. Using a combination of Microsoft products Link Development was able to create a unified portal that supports several diverse functions, all serving WIND Mobile's main goal of increasing its market share. The internet portal, WIND Digital, was the facade of the solution, hiding behind it numerous options and capabilities, for the benefit of the customers. The first part of the solution included content management. As a new face in the market Wind Mobile, needs a great user experience on its internet portal. Link development secured this through a great user interface in addition to a simple and logical content organization. This showcased a strong image and reputation of the company to the customers.

Moreover, an important edge in this solution was the Search Engine Optimization (SEO). The SEO is an art, which is not mastered by a lot of companies. It requires certain coding techniques and use of specific keywords. Link Development utilizes this benefit to boost the digital marketing and to differentiate its customer, in this case Wind Mobile. Also, WIND Digital offers great support to the customers. It has a page for FAQs, in addition to the options of requesting support form an agent through requesting a phone call or an online chat. Besides, Link Development added E-care to the solution to complete the customers' comfort and guarantee their luxury. Through the e-care solution, customers can finally take control over their accounts. They can access their bills, provision more services, and do whatever they want, without having to go through the trouble of physically going to the store, especially, when the temperature reaches -20°C in Canada.

Furthermore, the solution is empowered with a strong e-commerce. This does not only allow the customers to have more options and have an easy access to purchasing, but it also increases the company's revenues. This is also complemented with the strong Shop cross channel. Shop cross channel is an application offered to Wind Mobile's sales persons at its shops in order to serve the increasing amounts of customers who search for products online but go to shops to buy them. Thus helping the company improve profitability, optimize inventory and enhance the customer experience. This leads to the next part of the solution, namely the WIND.CAP. This solution is offered to the internal employees and sales persons of Wind Mobile. It enables them to access a lot of information and application to make their service faster, more accurate and most helpful, hence setting a further differentiator between Wind Mobile and anyone else.

Finally, it is worth mentioning that on the backend, Link Development



used the WCF service for seamless integration with the billing for a complete user experience on the portal.

### **Benefits**

[Summarize the business benefits that your company's solution provided for your customer. Focus on the quantifiable benefits, such as the dollar amount saved in training costs, the percentage increase in productivity, or the percentage increase in sales. Note that return-on-investment figures will greatly increase the impact of the case study. Identify any new capabilities and future plans that the customer has as a result of the solution.]

The benefits of this solution were very diverse and helped many aspects of the business. First of all, it established an online presence for the company, allowing it to reach more customers and increasing its products' and offers' awareness. The cap solution also improved sales and provided the customer with a pleasant and smooth experience.

### **1- WIND.CAP**

Since the implementation of the WIND.CAP solution and the service offered to the customers improved drastically. Through empowering the internal employees and sales persons of Wind Mobile, they have become a lot faster and more accurate. The average waiting time for activation went down from 30 min to a revolutionary 10 min. Furthermore, the rare implementation of Shop Cross channel application gives WIND Mobile a competitive edge and provides its customer with more options, hence boosting its revenues.

### **2- E-Shop**

Online is the cheapest channel for new customer acquisition, and is quickly becoming the channel of choice for customer shopping. The challenge for WIND Mobile's e-commerce site is how to drive customers towards closing the purchase at the end of the online shopping experience. LINK Development's Telco E-Commerce Solution utilizes its vast experience in use centered design to provide customers with an easy intuitive shopping experience that leads to a purchase decision. LINK Development's solution increases this probability of purchasing by adding attractive features such as Online Shopping Experience and Payment through credit cards, e-wallet, direct billing. Finally, through a strong recommendations and relations engine WIND Mobile e-shop is guaranteed to increase revenue through up-selling and cross-selling. Since the implementation of the Wind Digital solution, 45% of its visitors



go to the E-shop.

### **3- E-Care**

Since WIND Mobile is targeting to empower its customers and give them more control over their accounts and services online, the E-Care solution was magical for it. WIND Mobile's customers can control their information; manage their products and services, and access support functionality from the convenience of an online portal. LINK Development's E-care solution provides quick and simple customer service solutions and seamlessly integrates and leverages existing infrastructure. In the case of WIND Mobile the solution was easily integrated with its existing back-end systems to provide portal users with the services they need and the data required by these services. WIND Mobile now offers Customer Profile and Information Management, Activation and configuration of services and also Access to E-Bill and online payment. All of these simplifications encourage its customers to try new services and generate more revenue to the company more. In addition, these options reduced the load on the call center and the stores. Customers no longer needed to physically go to the store to finish any of their pending issues. The popularity of these services was recorded in the increasing numbers of visits to the E-care, reaching more than 35% of the total visits by February 2013. Last but not least, LINK Development also integrated WIND Mobile's E-Care with E-Commerce to drive revenue through targeted offers.

### **4- Internet portal**

The main focus of the solution was establishing evident online presence for the incepted company. LINK Development designed the internet portal to perfect the User Experience. Hence WIND Mobile's internet portal was planned to be innovative, usable, great-looking for the people to love using it.

LINK Development offered WIND Mobile a wide range of professional graphic design services including logo design, corporate identity development, multimedia and flash development. It also used latest technological innovations and made good use of the most advanced web design tools, thus ensuring the top-notch quality of the end-product and complete satisfaction of our customers.

Irrespective of WIND Mobile's website's functional complexity LINK Development managed to keep interfaces simple and easy-to-use. This of course improves the customers' experience with the company and increases their loyalty.