

Case Study

MCI

Leading telecommunications company uses Cardiff TeleForm to automate its Web-based ordering processes.

MCI is one of the world's premier communications companies, combining international and U.S. local phone services with data/Internet services. The InterCorp Circuit Implementation department is responsible for all internal corporate circuit requirements including order entry, circuit engineering, provisioning, installation, and testing and acceptance. Services include switched voice, private lines, Frame Relay, and ATM for voice, data, and video applications.

The department's goal is to provide customers with a seamless, streamlined, and Web-centric automated ordering system that also provides managers with tools for tracking, quality assurance, and trend and data analysis.

The Challenge

The existing ordering system was manual and tedious. Two types of order forms existed: Switched and Non-Switched Access. Both were very generic and time-consuming to submit. Both were originally created in Microsoft Word for Windows, written in PERL script for Web posting, and submitted in text format via email for evaluation and processing. The data was manually entered into a proprietary corporate application which, in addition to its many and varied functions, also served as a database.

An automated ordering solution needed to be both form and HTML/Web-based. It also had to be server-based and robust enough to support significant daily use while being scalable to support anticipated future growth.

The Solution

InterCorp opted for Cardiff® TeleForm® as the only solution that met all of its criteria. The company also utilizes 7 UMAX scanners. Now when orders are submitted, either via the Web or on paper, they are automatically processed and saved as text



files, named by order number, and archived onto 4-mm tape or on CD-ROM.

The TeleForm solution allows InterCorp to create more specific forms that reduce user entry and submission time, and that allow for form-specific tracking numbers that improve order tracking. These forms can also be easily modified when necessary. The indexing of orders has also enabled specific trend and data analysis.

TeleForm also provided the ability to archive pertinent information even though TeleForm did not directly support InterCorp's proprietary database. Submitted requests are saved in text format by their order tracking number and stored by the month of reception.

InterCorp is also using TeleForm in tandem with Verity's True Address module to collect and archive extensive information about a particular installation site's telecommunications equipment and facilities. This archive will significantly improve InterCorp's customer service capabilities.

Customer at a Glance

MCI

Industry: Telecommunications

Application: Customer ordering system

Challenge: Improve customer ordering system that was time consuming and tedious

Solution: Cardiff TeleForm, UMAX Scanners

Results:

- More timely, accurate data
- Reduced user entry and submission time
- Improved order tracking and enabled specific trend and data analysis
- Improved customer service capabilities

“...forms can also be easily modified when necessary. The indexing of orders has also enabled specific trend and data analysis.”

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