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TIM

MARTIM: SALES SUPPORT AUTOMATION UNBURDENS TIM'S TI

Capgemini brings ServiceNow, Google, and Microsoft technologies together to deliver better employee and customer experiences   Microsoft and Google are mentioned in the subhead but not in the story. You may want to add a sentence or two about how they participated

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Brazilian telecommunications company TIM Brasil Serviços e Participações was founded in 1995 and began consolidating its national presence in 2002 to become the first mobile phone operator present in all Brazilian states. It has more than 61.3 million customers. Through its GSM technology, it has a national reach of approximately 93 percent of the urban population and offers mobile and fixed telephony, data transmission, and high-speed internet access.

The company's Commercial Help Desk (HDC) provides in-store service teams with a robust sales-force support structure, streamlining the sales operation. But the company saw that it needed to improve this process, because both salespeople and customers experienced delays in solving issues, sometimes even simple ones. This was because often the HDC and IT areas were overloaded with sales demands. Both the customer and the salespeople were waiting for answers, slowing the buying journey for both sides.

The TIM Business Consumer Board needed to take action. It implemented a platform to support its sales force and HDC, increasing access to information and the quality of assistance in stores by empowering salespeople to solve technical questions over their smartphones. The solution, created in partnership with Capgemini and ServiceNow and named MarTIM, introduced automation into commercial technical support to reduce the need for human intervention, eliminated a series of bureaucratic barriers, and considerably improved customer satisfaction.

Better sales and customer experience

The process began with a needs assessment, with TIM looking into the challenges experienced by salespeople and customers.

This determined that the main requirement was for a system that could solve the most common problems on the spot, such as customer line malfunctions and payment difficulties, by linking the business requirement to an IT solution. This resulted in the following.

Data intelligence improves the sales process

The system employs artificial intelligence, enhanced by machine learning, to learn and get smarter. And even with process automation, human screening is often required for resolutions. This has proven to be an effective combination of human effort and machine capabilities.

The faster the purchase, the better the experience.

Driving constant productivity gains, the customer journey is systematically re-evaluated at TIM. Specific teams go to stores, measuring the duration of transactions to the second, in order to reduce this time.

Eliminating manual processes and triggering automation.

The process of problem solving, which used to be handled manually and demanded a lot of time, is facilitated and accelerated by MarTIM's automation. When a sales request is received, MarTIM starts a script, creates a functionality checklist, and checks the status of the customer's line to identify the source of the problem and propose a solution.

Increased in-store performance and satisfaction scores

Empowering the salespeople has resulted in boosted NPS indexes. NPS is a performance indicator that evaluates the public's satisfaction. Luciana Bordini, leader of the ServiceNow practice at Capgemini Brazil, explains that "with MarTIM's performance on a national scale, we learned what can be done and what are the points to evolve." This is how TIM's team managed to systematically obtain a better NPS each month throughout the country.

Working together with MarTIM

The people element remains an important part of the process. Any problem that MarTIM itself cannot solve is forwarded to a person at the HDC. And if HDC cannot find a resolution, it is then escalated to the technology group, which will assign a specialist. It is a joint effort between machine and employee, which ensures the client is served and more value is delivered to the business.

Emir José de Oliveira, Director of Sales Support at TIM Brasil, says that the isolation period during the pandemic tested the real potential of remote connectivity. The challenges and successes of that time proved to the team that the more automation and connectivity are evolved, the faster and more productive the work becomes.

How to prepare for the future?

As 5G gains ground in Brazil, TIM is preparing to expand its operations on several fronts by leveraging this technology. By strongly supporting development in the segments of smart cities, telemedicine, distance learning and content, the telecommunications giant is incubating projects that will impact citizens' lives profoundly.

And Capgemini is supporting these business goals, so TIM gets the future it wants. In Europe and the United States, Capgemini already has extensive **5G-based support, consulting, and sustainment offerings** and our customers in Brazil are looking forward to deploying this new technology.

> *Why do salespeople need to call the HDC (Commercial Help Desk) if they can solve issues in a practical and fast way with MarTIM?"*
>
> *Emir José de Oliveira*
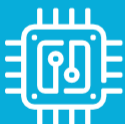> *Director of Sales Support*
> *at TIM Brasil*

PRODUCTIVITY ANALYSIS AT TIM STORES

- Assessment teams visit stores to observe transactions
- The buying journey is timed from the moment customers enter a store
- This data is assessed by the management team
- Physical and system metrics are assembled to map the critical elements of the journey
- The team proposes solutions for each weakness detected

About
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Capgemini is a global leader in partnering with companies to transform and manage their businesses by harnessing the power of technology. The Group is guided by the purpose of releasing human energy through technology for an inclusive and sustainable future. It is a responsible and diversificated organization with a staff of over 325,000 people in more than 50 countries. With its strong 55-year heritage and deep industry knowledge, its customers trust Capgemini to meet the full breadth of their business needs, from strategy and design to operations, driven by the innovative and rapidly evolving world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Capgemini Group reported global revenue of €18 billion in 2021.

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