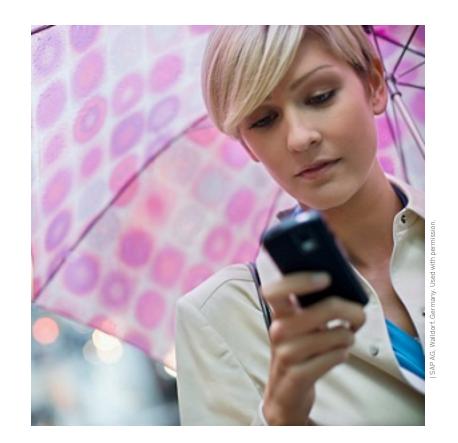


TELUS: Increasing Revenue and Improving Customer Service for Prepaid Subscribers with SAP® Convergent Charging

Dedicated to providing Canadians with the best Internet solutions at home, in the workplace, and on the move, TELUS must react quickly to changing market demands. There is more pressure now than ever to rationalize charging operations while increasing subscriptions and the average revenue per user (ARPU). Using the SAP® Convergent Charging application for its prepaid subscribers, TELUS can now offer creative price plans for its diverse customer base.



TELUS
the future is friendly*

Executive overview

Company

TELUS Communications Company

Headquarters

Vancouver, Canada

Industry

Telecommunications

Products and Services

Wireless, data, Internet protocol, voice, and television services

Employees

40,100

Revenue

CAD\$10.5 billion

Web Site

www.telus.com

BUSINESS TRANSFORMATION

The company's top objectives

- Move away from legacy systems to enable online charging
- Improve charging domain performance to reduce revenue loss
- Offer flexible price plans to accommodate diverse customer needs

The resolution

- Implemented the SAP® Convergent Charging application for the prepaid subscriber base
- Assembled an internal delivery team responsible for rolling out the application on time and within budget
- Tested performance and architecture with ancillary systems to ensure targets were adequately met
- Integrated with MediationZone from DigitalRoute (now the SAP Convergent Mediation application by DigitalRoute)

The key benefits

- Support for a larger volume of interactions with customers, better service, and improved customer experience
- Increased revenue and reduced overall cost of ownership
- Material increase in ARPU

"TELUS' Customer First declaration compels us to be clear, helpful, and dependable. With the real-time data rating provided by this application, we have been able to launch data on smart devices for prepaid subscribers without delays. When a customer purchases a data plan, it becomes effective immediately."

Ibrahim Gedeon, CTO, TELUS Communications Company

TOP BENEFITS ACHIEVED

100%

Reduction in revenue loss due to late charging

<1 second

Time required for customer feature purchases to take effect (reduced from four hours)

99%

Reduction in charging system response time