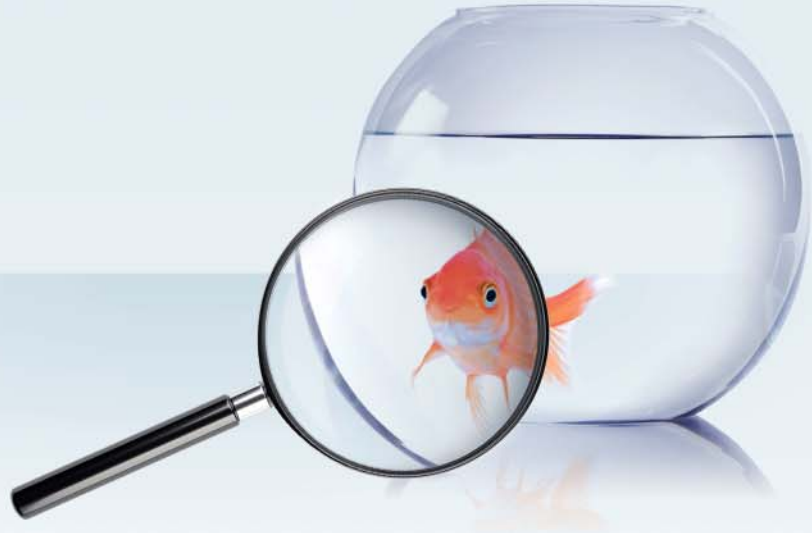


# M-net

## Telsis Customer Experience

“Telsis was chosen because it’s the most versatile system available, it has a solid reputation for stability and it lets us develop our own services. Nothing else offered local number portability together with being a versatile development platform in its own right.”

**Turgay Yoo,**  
Project Manager for IN Services,  
M-net



Take the fixed network of German regional telco M-net. Add intelligent network (IN) platforms from infrastructure vendor Telsis. Stir in a little custom programming and a Web interface. Then top with a good measure of forward thinking by the telco’s own IN team.

The end result – as many of Bavaria’s large companies, local authorities and utilities will confirm – is a reliable and highly flexible network that delivers not only estimated savings of a six figure sum in Euros a year, but also a unique set of advanced services that can be provisioned and configured by customers themselves.

Key ingredient in the mix is the Telsis IN technology at the heart of the network controller that allows M-net to intelligently manage, control and use its existing installed base of Siemens TDM and Alcatel IP switches. Natively non-IN capable, these legacy devices have been given a whole new lease of life by the Telsis IN platforms. In turn M-net can avoid punitive network transit charges, can deliver greater reliability and flexibility and can offer a whole new range of income-generating services to nearly 200,000 business and private customers.

“The Telsis systems are more than justified from the savings on transit charges alone. But to have all those other net-based services on top of that has let us make new things happen on the network that would otherwise be much more difficult to achieve,” explains M-net’s project manager for IN services Turgay Yoo.

The Telsis-enabled transit cost savings are particularly significant in the German market where fixed line subscribers tend to frequently switch network but want to keep their original number. The easy option for routing inbound calls is to hand them off to incumbent national telco Deutsche Telecom, but this carries a significant cost penalty. M-net’s answer – as with a number of other German regional telcos – is to deploy its own number portability application on its Telsis IN node.

“We carry around some million minutes every day and saving just one tenth of a cent a minute on one tenth of those calls makes a strong business case for the Telsis platform,” says Yoo. “It works across the whole of our network and lets us change routings for whole groups of carriers, and do it really quickly.”

But for M-net and its customers the real benefit of the telco’s Telsis IN foundation has been in the platform’s simple programming environment and its Web-based front end. Taking advantage of this means M-net has been able to roll out a range of innovative services that are generating new revenues for the telco and providing its customers with extra value .

“Telsis was chosen because it’s the most versatile system available, it has a solid reputation for stability and it lets us develop our own services. Nothing else offered local number portability together with being a versatile development platform in its own right,” says Yoo. “We have really good support from Telsis in helping us build new services for customers.”

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Among those services is one that exploits the Telsis platform's text-to-speech capability. A local utility company faced huge incoming call loadings at its customer call centre whenever there was a service outage, with potentially thousands of callers at any one time – far too many for staff to deal with personally.

In response Yoo and his team quickly conceived and created an application to solve the problem. Working within the Telsis service creation environment they were able to progress from concept to production application in less than three weeks, with a just little outside help to add creative polish to the Web-based customer front end.

"The Telsis programming environment is easy to use and we do all the nuts and bolts ourselves using the middleware and the Web based control tools. But we're not Web designers so we use an external design contractor to do that part of it."

While it might have only taken a couple of weeks to create, the application has proved a winner for M-net's utility customer. First determining the location of individual callers it can then play out an appropriate text-to-speech message explaining the cause of a local power outage and giving an estimated time to repair, with an option to then speak to an agent if necessary. Other callers are routed straight to the call centre as normal.

The real strength of the application though is that it is entirely controlled and managed by staff at the utility itself. They set which areas hear which outgoing announcements, if any. They set the content of those announcements. And they decide exactly when the announcement service is active.

"Being able to tell customers, depending on the origin of their call, exactly what is wrong in their own area and when it will be fixed is a simple solution to a big problem," says Yoo. "Every time there is an outage there will be many people all calling in at the same time. Call centres are just not set up to handle those kinds of volumes. Now it can be dealt with easily."

Yoo also cites M-net's own Internet service where a network problem can affect perhaps 10,000 customers and – especially during the evening – result in as many as 1,000 of them calling the help desk at the same time. A service running on the Telsis platform augments existing CTI with network-based voicemail that offers callers information.

"The alternative would be unanswered calls, especially when a problem occurs out of office hours, and traffic levels that can easily tie up three or four E1 circuits. There's no telephone system that could handle that on its own," says Yoo. "The automated service has taken the heat out of a situation that used to be quite troublesome and we get to see how many people called without ever entering the telephone system."

Another example of how the Telsis system is helping M-net deliver better customer service is again in the call centre environment. When corporate customers call in they can now be routed directly to their own account manager or service agent based on the number or prefix originating the call. Services like these that were once performed inside CTI – and voicemail is one more example – can now be network based thanks to the flexibility and programming ease of the Telsis system.

"What used to be regarded as an extra service bought as a new solution for a lot more money we can now easily build for ourselves. Not many of our competitors can do that and it's important for us to have these kinds of selling points," says Yoo. "It means we can stay ahead in the market and be a little better than the competition."

The importance of the Telsis IN platforms to M-net's service portfolio is soon set to become much greater as the company gears up for further growth. Currently building out an FTTH and FTTB fibre optic network right across the city of Munich, it expects private and business subscriber numbers to climb significantly.

"As part of this we'll be looking to concentrate even more on value added services and increase the number of services in the portfolio," says Yoo. "The IN technology from Telsis will play a big role in this."

One new service is already on the drawing board. In partnership with a local energy provider Yoo and his team are developing an automated system for taking meter readings over the phone. Customers who currently have to complete and post back cards with written readings will soon be able to enter readings by telephone, with the Telsis system automatically identifying individual customers by the number they are calling from.

"With the IN platforms we've been able to make new services available, improve others and react in a much more flexible way to customer requests. There isn't another system that could do that."

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