Pret Communique

Award
WINNER

Case Study awarded the "Global Awards for Excellence" by
the "Workflow Management Coalition, WfMC"

Case Study

Entity

Pret Communique S.A. de C.V.

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Products and Services

Mercado de telefonía móvil, prepago y post-pago

Extract

Pret Communique aims to be the first choice for customers looking to acquire a cell phone plan. To achieve this goal the company has no doubt that customer satisfaction must come first, therefore customer attention and service are fundamental.

In 2015, AT & T bought Iusacell and Nextel. Pret Communique is the largest distributor of AT & T in Mexico with a presence in the main shopping centers in Mexico City, Monterrey, Guadalajara, Puebla and others. It currently has more than 100 points of sale and presence in other sales channels such as department stores (Palacio de Hierro), corporate sales, call centers and distributors.

2. INTRODUCTION

Pret Communique decided to begin a BPM project when the company was experiencing a period of transition and growth (when AT & T acquired Iusacell). At this moment, it was deemed necessary to take the next step in process management, in order to meet the needs of their customers and business partners.

Pret Communique is a company dedicated to the sale of cell phone plans, with approximately 25 years' experience in the field, focusing on customer satisfaction and continuous improvement.

3. THE CHALLENGE

Pret Communique detected limitations for the growth and development of their business due to the lack of systematization of several processes that were carried out using basic Office packages. Despite having an internal software development team, they could not keep up with the rapidly changing market.

The mobile telephony sector, has always been subject to constant technological and process changes, which require having operational flexibility and systems that allow them to adapt to its rapid evolution.

With the addition of AT & T to the Mexican market, they also needed to meet their control and performance standards.

It was at this point that Pret Communique considered AuraPortal as the best iBPMS option to empower the continued growth and development of the company and to ensure compliance with the standards and requirements of the operator.

Pret Communique decided to acquire an iBPMS to improve all its processes and thus achieve their goal of optimizing the sales experience and service for all current and future customers.

They considered that AuraPortal is a tool that, due to its characteristics, can adapt quickly and easily to the needs of a sector as innovative as mobile telephony. AuraPortal's zero-code process automation empowers Pret Communique to get fast results and to focus on critical processes.

After reviewing different BPM Suites, AuraPortal was selected to improve Process Management.

Once the decision to use AuraPortal was made, Pret Communique started by implementing 3 processes:

- Employee onboarding and re-entry.
- Data updates.
- Employee offboarding.

The project implementation took approximately 2 months and was managed using SCRUM methodology. The process has since undergone modifications as required by the operation. These process modifications were completed in approximately one week, including successful testing and execution.

These processes were integrated to automate the Authorization Management of the company's other systems, greatly improving compliance with the information security policies required by the new partner.

On the other hand, they have the "Sales Movement" process in production that allows them to keep the Head-count up to date. The process extracts data from the "Onboarding", "Offboarding" and "Employee Movement" processes; they are processes that use information generated by other processes.

AuraPortal has been integrated with all the systems used for the operation, using interconnection via Web Services, which allows process automation without the need for human intervention to complete tasks.

"We have received international recognition winning the WfMC Awards for Excellence in BPM and Workflow."

"The benefits of the implementations include:
- having the information in a server is totally different from having it in Excel,
- reduction of the resources necessary for process execution,
- time, the process used to take us four hours, now takes less than twenty minutes,
- and optimal information security."

"AuraPortal is the best option for process management and we have not stopped implementing it since the moment we selected it as our solution."

Carlos Jerónimo Torres Garbuno
Process Manager

5. THE RESULTS

The Digital Transformation project in Pret Communique has resulted in the following benefits:

◎ Systematized the registration process and employee information.

◎ Reduced the amount of human resources necessary for process execution by 75%

◎ New employee onboarding reduced from 4 hours to just 20 minutes.

◎ Eliminated the risk of improper or malicious use of information.

◎ Simplified the review process of each new file by the Operations Department.

◎ Employee headcount is continually updated, ensuring each area has the correctly allocated number of employees and putting an end to overstaffing.

◎ Simplified the management of recruitment since there is a better employee control.

Future implementations and benefits

The next implementations to be carried out in Pret Communique are the "Administrative Cancellations" and "Reimbursements" processes, which are expected to reduce the process times by approximately 50%.
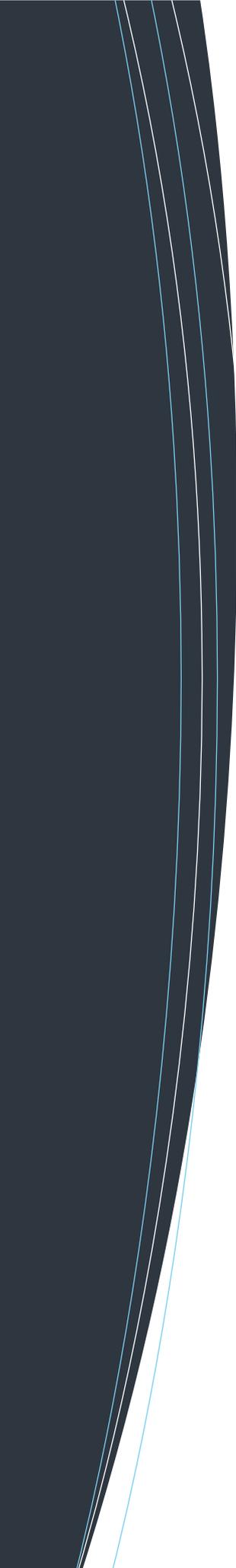
BUSINESS PROCESS MANAGEMENT SOFTWARE (BPM)

AuraPortal is an international software provider, recognized by leading analyst firms, including Gartner and OVUM, for its extreme ease of use, fast implementations, seamless integration with other systems, scalability and many other features.

Getting started with the AuraPortal solution is easy. Simply tell us about the challenges facing your company and we will guide you through a successful BPM implementation with a high ROI which will turn your project into the next success story.