

# ONO & TOA Technologies

## A Profile of Success



Customer: **ONO**  
Industry: **Cable Broadband**  
Deployment footprint: **Spain**  
Served by TOA since: **2007**

ONO is a leading provider of telecommunications, broadband Internet and pay television services in Spain. ONO offers its direct access services to nearly two million residential cable and 70,000 SMEs customers through its own state of the art networks which give direct access to 6.9 million homes across Spain. The Company celebrated its 10th anniversary in 2008.

### What business problem did ONO want to solve?

ONO sought a solution to enhance the customer experience while simultaneously providing their operations professionals with a real-time view of field operations. ONO relies predominantly on third-party contractors to execute most of the technical activities in the field. ONO needed a solution to bridge the gap between a dispersed, independent mobile workforce and their internal customer service group to ensure a consistent, superior customer experience. Only TOA Technologies offered both – the opportunity to automatically and interactively communicate with customers about the scheduling and status of their in-home appointments, while also providing real-time data to the operations' teams to better plan and manage field activities.

### Why did ONO choose TOA Technologies?

TOA Technologies uniquely offered ONO a Customer Appointment Management (CAM) software solution to manage their service appointments by combining advanced mobile workforce management technology, predictive intelligence, and customer communications to provide the ultimate customer service experience. TOA's web-based system helps set up service appointments, identify customer preferences for appointment times and communication channels (email, SMS or phone call) and provide both customers and technicians with a real-time understanding of the status of the appointment time.

### What was ONO's process to select the best partner?

ONO conducted a RFP process; evaluated the capabilities, experience and vision of several companies, and selected TOA Technologies as its exclusive provider of CAM solutions.

### What are the results?

After a successful pilot program in southern Spain, ONO opted to deploy TOA's CAM engine, TOAdirect, throughout the country. ONO has experienced a dramatic reduction in missed customer appointments or "no-shows", increased completed appointments, and other system and satisfaction improvements that are translating into significant revenue gains. Since deploying TOAdirect, ONO has reduced their reliance on multiple systems which nets less dependence on their IT group and an additional decrease in operational costs.

## About ONO

Market Size Ranking:	#1
Number of Mobile Users:	2,000
Mobile User Type:	Primarily third-party contractors
Deployed features:	<p>TOAdirect Manage</p> <p>TOAdirect Routing, Planning &amp; Scheduling</p> <p>TOAdirect Notify</p> <p>TOAdirect Post-Appointment Survey</p>

## About TOA

Customers benefiting from TOAdirect:	11.1 million
Headquarters:	European offices in Amsterdam; American headquarters in Cleveland, Ohio
Select clients include:	<p>European Clients: Numericable (France), UPC (Ireland)</p> <p>American Clients: Cox Communications, Bright House Networks, Comcast, Arhaus Furniture, Home Paramount</p>
Industries served:	Cable, Health Services, Retail, Telecom, Utilities
Recent Awards:	<p>Leading visionary: Gartner's 2009 Magic Quadrant for Field Service Management</p> <p>Leading visionary: Gartner's 2008 Magic Quadrant for Field Service Management</p> <p>Winner: Gartner's 2008 Innovative CRM Software Vendor of the Year</p>

"We selected TOA since they offer a customer-focused solution, are a leader in technology, and provide a hosted model."

Catherine Mitchell  
**COX Communications**  
*Vice President of Field Services*

"TOA will allow us to revolutionize our approach to customer service by giving both customers and technicians unprecedented control in managing the in-home appointment."

Manuel Marti  
**ONO**  
*Director of Customer Operations*