

# Success WITH CA

Unicenter®

## Client Info AT A GLANCE

**Company Name:**

Cingular Wireless

**Industry:**

Telecommunications and Data

**Geographic Location:**

Atlanta, Georgia

**CA Solution Used:**

Unicenter® ServicePlus Service Desk

**Biggest ROI:**

Cingular now supports 5,000 participants in its Developer Portal with a staff that was originally designed to support 250.



Computer Associates™

## Cingular Supports Growing Number of Developers with Unicenter® ServicePlus Service Desk

**H**eadquartered in Atlanta, Georgia, Cingular Wireless (Cingular) is the second largest wireless company in the U.S. Cingular serves more than 21.6 million customers in 38 states, the District of Columbia, two U.S. territories and operates in 42 of the top 50 markets nationwide. Cingular's vision is to expand rapidly by offering customers advanced technologies in simple, cost effective ways that permit them to tap the creative potential of wireless through their own self-expression.

Through one of its portals—The Cingular Wireless Developer Portal—developers can find the tools and resources required to successfully develop wireless data applications. Participants use their personalized portal to access resources for building SMS, WAP, Java or Mobitex applications. Developers create everything from games to sales force automation, CRM, telemetry and automated inventory applications for remote appliances like soda machines. Enrollment into this portal is free.

Over the past year, the Developer Portal grew much more rapidly than anticipated, and Cingular found itself in a position where its technical support resources were stretched beyond efficiency.

### Burgeoning Program Puts Stress on Technical Support Resources

Cingular Interactive had previously been using Unicenter® ServicePlus Service Desk to administer customer support activities, but even with that capability, the burgeoning developer population was stretching the limits of Cingular's developer support staff.

Initially, Cingular's goal was to add 1,200 active developers in one year. However, the first year after the launch drew 5,000 developers. On a good week, 75% of the accounts are actively accessing the developer portal resources.

Cingular needed to develop a system that would facilitate adherence to the developer program service levels. Its technical support group was dispersed across the country, so that compounded the problem. Resource constraints pushed for alternatives to a call center that would link the technicians to developers.



### Wireless Unicenter® ServicePlus Service Desk Links Techs with Users

Cliff Haas, Senior Manager of the Cingular Wireless Developer Portal, devised an innovative solution by utilizing the wireless capabilities of Unicenter ServicePlus Service Desk. "We decided to leverage Unicenter ServicePlus Service Desk and create a self-serve system where developers could ask questions to the help desk, and then our support staff, wherever they might be, could easily provide answers via wireless devices," said Haas.

The developers simply submit their questions via their personalized web portal and receive answers or status updates as the correct support staff responds. The system routes questions to the appropriate technical support person based on their knowledge of the particular development subject or technical issue. "The question is delivered straight to their 'hip', on a RIM 950 or 957 device with a micro-browser," said Haas. "It's up to me to make sure that those developers get answers, and this was the most efficient way to do it."

"The increase in efficiency is amazing," continued Haas. "We support 5,000 developers with the same head count that used to support 250. We answer their questions quicker, and we receive less complaints."

Unicenter ServicePlus Service Desk provides push alerts, so technicians don't have to poll from the mobile device. Its monitoring and reporting features show Haas how many tickets are open and for what reasons. He can easily apply business rules for notification, reporting, monitoring and

# Success WITH CA

“  
**The increase in efficiency is amazing. We support 5,000 developers with the same head count that used to support 250.**  
”

Cliff Haas  
Senior Manager  
Cingular Wireless

alerting. As the manager for the whole system, Haas's own RIM automatically alerts him if any developer query has gone unanswered in a given 24-hour period.

“We didn't consider any other solutions because we were sold on how comprehensive Unicenter ServicePlus Service Desk is,” said Haas. “It's a flexible, highly customizable, full-service service platform for the corporate environment that extends out to the wireless world easily.”

### **No Need to Increase Investment**

By implementing Unicenter ServicePlus Service Desk, Cingular avoided a lot of significant expenses. They didn't need to open up a call center, didn't have to provide an 800 number and they circumvented the whole head count increase issue. “You can make a lot of ROI assumptions about head count increases,” said Haas. “And a call center is a very pricey proposition, as well.”

### **Solution Creates Buzz in Other Cingular Departments**

Although the effect of providing good service is transparent to the developers in the portal program, the solution caused a stir within Cingular. “Several other departments are excited about doing the same thing with their portals,” said Haas. “Cingular help desks that support strategic customers, for instance, are really enthusiastic about the convenience and efficiency that this brings to the table.”

Cingular Interactives' Chief Operating Officer and the strategic accounts group have already started investigating how they can use the wireless capabilities of Unicenter ServicePlus Service Desk to increase efficiencies. “They have highly trained

wireless support technicians that are essentially taking dictation and entering trouble ticket information over the phone,” explained Haas. “With this kind of system, they can spend time researching and solving the problem rather than documenting it.”

### **Quick, Easy Implementation**

Cingular was able to implement and customize their wireless service solution in two weeks. “From a web development standpoint it was quick and painless,” said Haas, “and I'm not really a web developer.” Haas is a certified administrator for Unicenter ServicePlus Service Desk, and he was able to connect the pieces, create the WML interfaces and launch the system without CA service support. The reports, alerts and Q&A interfaces are all viewable through any standard WML micro-browser.

“We attempted this approach very casually at first,” he said. “I'm an operations guy, and I was looking to put something together to support our people.”

### **Future Plans: Integrating Knowledge Base Functionality**

Moving forward, Haas expects to implement another product from the Unicenter® ServicePlus solution set—Unicenter® ServicePlus Knowledge Tools. This product puts together a comprehensive set of common problems and solutions, and then directs users to the right answers without having to engage the support techs.



**For more information, call 1-800-225-5224  
or visit [ca.com](http://ca.com)**



Computer Associates™

© 2002 Computer Associates International, Inc. (CA). All trademarks, trade names, service marks and logos referenced herein belong to their respective companies. MP157230602