

# HISPASAT GROUP CUSTOMER CARE SERVICE PROCESS

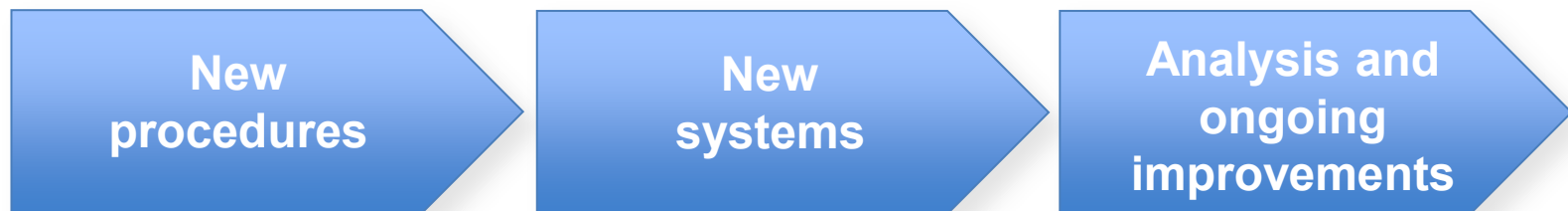


HISPASAT GROUP

May 2014

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- As a result of the Group's ongoing improvement process, areas of action have been identified to improve the quality of the service for our customers, in two areas:
  - Processes and procedures
  - Management system tools



# Plan to improve service quality

## New procedures: customer service process



- Updates different initiatives aimed at managing complaints, incidents, claims, suggestions and other activities related to the business.
- Organizes the inflow of customer requests through a single channel, i.e. a global ticketing management system.
- These requests are made via the call centre or through online access, the purpose of which is to receive, record, classify and distribute all of them within a single management system at the Group.
- It assigns and transfers them directly to the corresponding area (business, sales, administration, legal, operations, engineering, etc.) to be processed and resolved.
- It defines the criteria for criticality and escalation based on the ticket type.
- It organizes communication with customers during the whole resolution process and defines notifications and reports from the opening to the closure of the tickets both internally and for customers.
- It measures “a posteriori” the satisfaction with respect to the continuous improvement cycle and the knowledge base.

# Plan to improve service quality

## New system tools: single global management system

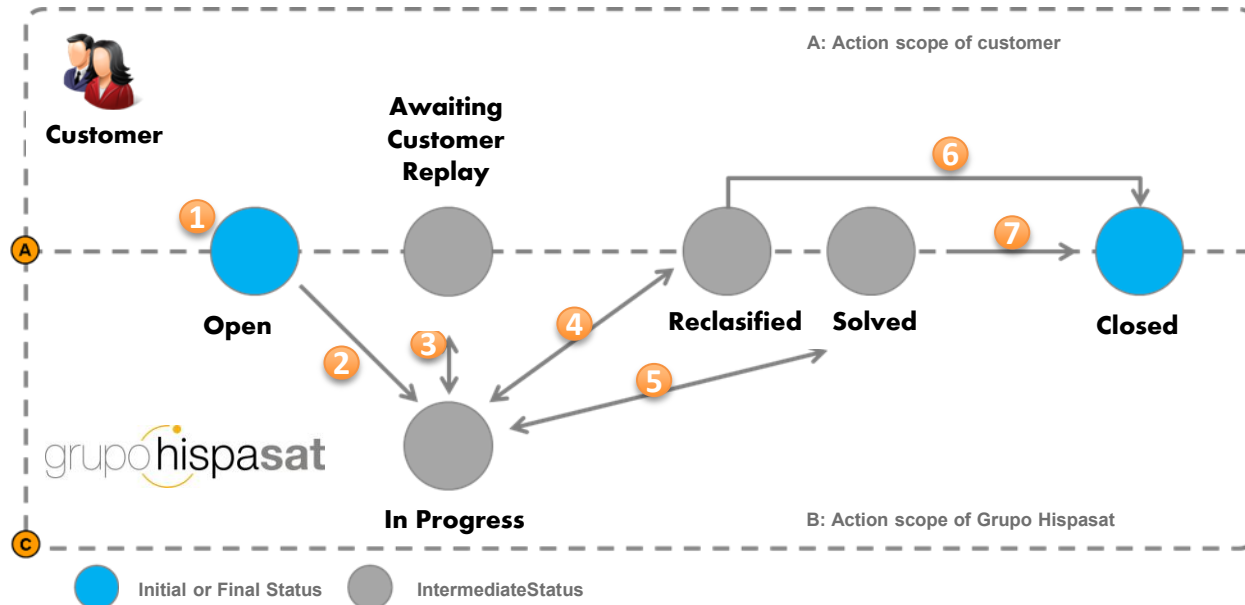
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- 24/7 x 365 telephone service via call centre: guarantees that all calls are attended, recorded and processed, making the network operation centres (NOCs) more efficient by transferring only the corresponding calls to them.
- Telephone numbers and area codes are provided as e-mail address and online access:
  - Local telephone numbers in more than 14 countries
  - E-mail address: [callcenter@hispasat.es](mailto:callcenter@hispasat.es)
  - Online portal, URL: <https://contactcenter.hispasat.es>
- A single ticketing system is implemented to manage customer requests, suggestions, complaints, incidents, claims and other matters related to the service.

- The ticket is used to monitor problems in different areas: administration/invoicing, contractual/legal, business/sales, customer service, operational.
- The ticket remains open until the problem is solved and notification of any changes to its status is given.
- If resolved or reclassified, the ticket is closed when the customer agrees either to close or, in case do not agree with the proposed solution, to comment and come back to “in progress”. Otherwise, the ticket is automatically closed by the system after 7 days.
- A ticket can be viewed at any time.
- Ticket types:
  - Suggestion
  - Complaint
  - Incident
  - Claim
  - Request for information

- Life cycle of a ticket from opening to resolution:



The ticket status changes are automatically communicated to customer via e-mail.

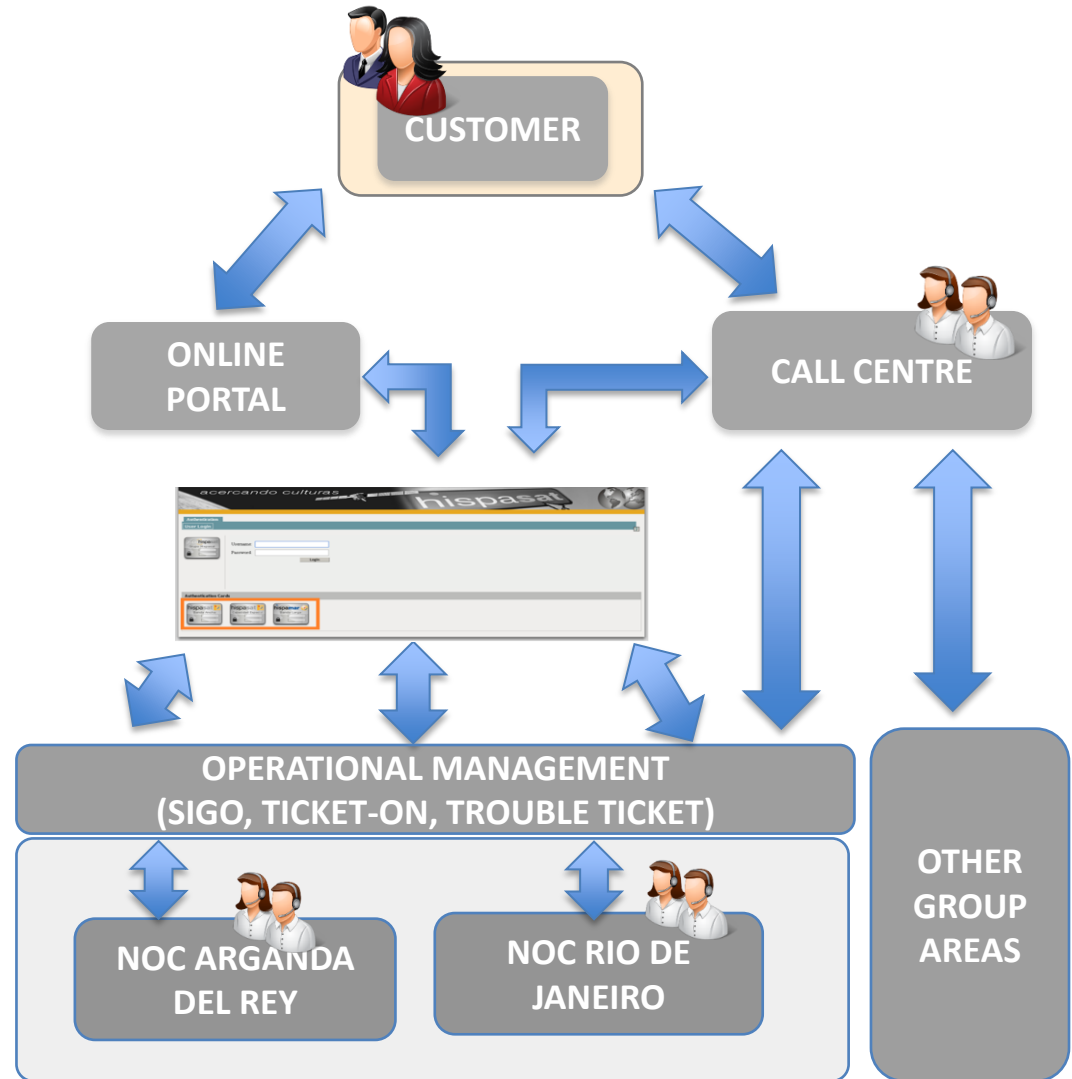
- 1 Call centre (CRM), customer (online portal) and operational platforms will open tickets.
- 2 When the corresponding department of Grupo Hispasat begins to work on resolving the ticket the status is changed to "In progress".
- 3 If more information is needed from the customer to resolve the ticket, the operator working on resolving the ticket changes the status to "Awaiting customer reply" and contacts the customer. Once the operator receives the information, the status changes to "In progress".
- 4 If the HISPASAT operator that is resolving a ticket detects that it has not been classified correctly by the customer (it is not a ticket or it corresponds to another department), he or she will change the status to Reclassified, adding a public note indicating the reason why.
- 5 If the Hispasat operator considers the ticket to be resolved, he or she will change the status to "Resolved".
- 6 7 If the customer agrees with the reclassification of the ticket, he or she will close it. If not he or she will be able to change the status to "In progress", explaining the reason why.

If the ticket has not been closed within 7 days of it already being reclassified or considered resolved, it will be closed automatically.

# Access system to the Hispasat Group

## Functionalities

- Access via a call centre or directly online WEB.
- Access to the global ticket management system.
- Access to the Arganda and Río de Janeiro NOCs.
- Automated notifications of the ticket's status changes.
- Alert for general incidents, scheduled works.





# Telephone service

## Telephone access to Grupo Hispasat



- 24/7 telephone service (Spanish, Portuguese, English).
- Local telephone numbers available in most countries.
- Improves management of call waiting time.
- E-mail: [callcenter@hispasat.es](mailto:callcenter@hispasat.es)

# Telephone service

Access to the call centre: telephone numbers



COUNTRY	PHONE
Spain	+34 910 609 851 OCCASIONAL USE +34 918 700 140 +34 918 718 313 +34 918 750 199
Brasil	+55 21 4042 0079 OCCASIONAL USE +55 21 3266 8154/8155/8156 OCCASIONAL USE TOLL FREE/GRATIS: 0800 28 29 488 Skype: Pmc_hispamar
Argentina	+54 11 5217 0785
Belgium	+32 2 588 20 76
Chile	+56 2 2898 8247
France	+33 1 83 75 34 86
Israel	+97 233 741 329
Italia	+39 06 94 80 30 32
México	+52 55 417 08 124 Skype: +52 55 842 17 942
Perú	+51 1 6419248
Portugal	+351 30 040 4466
Swiss	+41 435 081 883
United Kingdom	+44 207 04 84 085
United States of America	+1 (202) 499 14 47 Skype: +1 (415) 871 04 81 west coast Skype: +1 (202) 470 68 62 east coast
Venezuela	+58 212 7719067

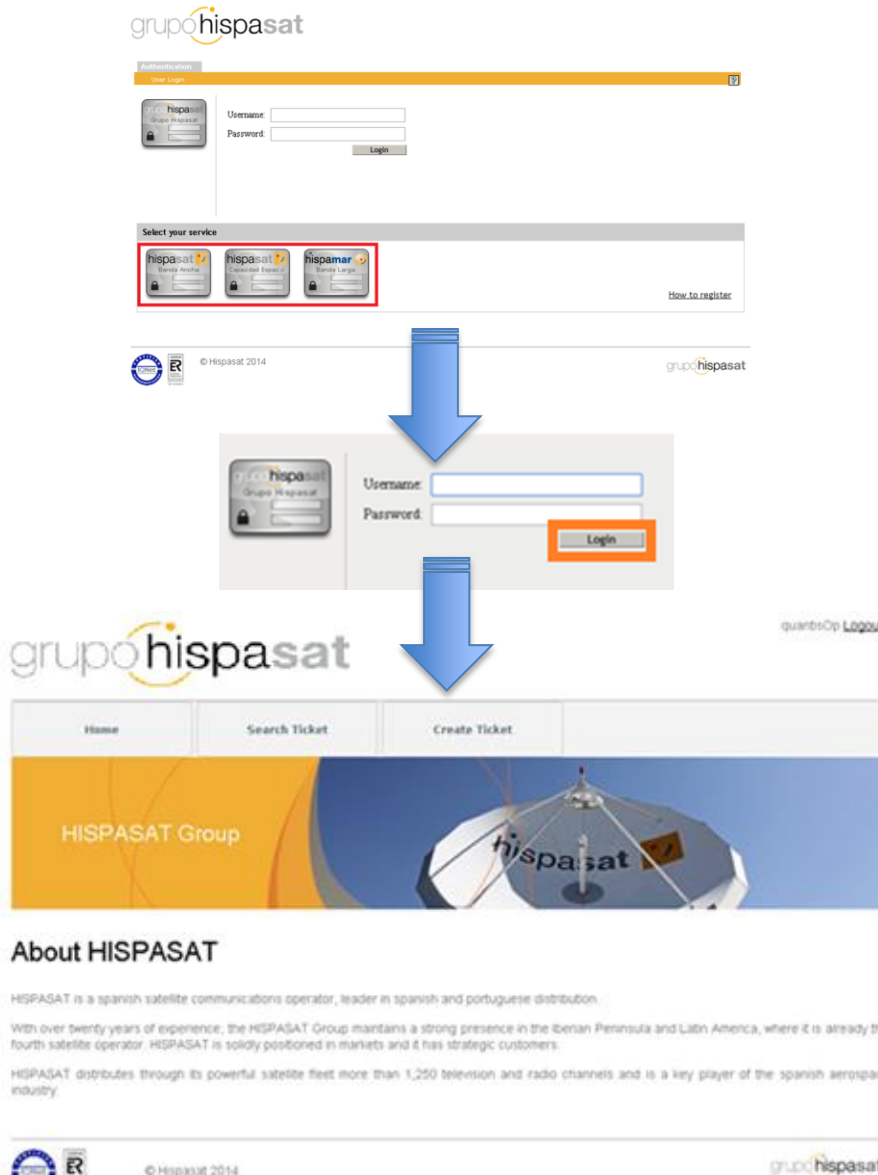
# Functions of the ticketing tool

## URL



URL: <https://contactcenter.hispasat.es>

- Access with “user ID” and “password”, for registered customers.
- Selecting:
  - Space capacity
  - Broadband (HISPASAT Europe, Latin America).
  - Broadband (Banda larga, HISPAMAR Brazil).
- Functions of the tool:
  - Create tickets
  - Search tickets



- HISPASAT Group has two network operations centres (NOCs) for the services it provides (space capacity, broadband) 24/7, in:
  - Arganda del Rey (Spain)
  - Rio de Janeiro (Brazil)
- Space capacity: 24/7 network operations centres for managing the space capacity of the satellite fleet in different orbital positions and customer service/support:
  - Access to space capacity (line-up/line down, P&P)
  - Signal monitoring
  - Interference detection
  - Anomalies resolution
  - Booking of space capacity (occasional services)
- Broadband: satellite broadband service platform operations centres and customer care service (ISPs):
  - Broadband services monitoring
  - Service provision
  - Anomalies resolution

# Customer register

## Optimizing the service with the new access system

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- Customers, companies and their contacts must be duly registered in the databases.
- Points of contact (general e-mail accounts) for each area (commercial, sales, administration, legal, operational, engineering) that are correctly identified and registered.
  - Internal management improvement of the distribution list
  - Do not generate multiple e-mails
- The customers need to know which NOC (Arganda del Rey/Río de Janeiro) will attend the operation of their services.
- Collaboration is required, customer data should be provided/confirmed before the entry into operation of the ticket management system and the call centre.

# Additional information

## Questions?



- › A detailed user manual is provided.
- › Further information is available from your **business account manager** at the Group and from Service Quality:

## Grupo Hispasat - Contact Center - User Manual

Contact Center User Manual

José Luis Abia  
[customercare@hispasat.es](mailto:customercare@hispasat.es)  
+34 91 710 25 43/5  
Service Quality  
Grupo Hispasat

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System presentation:  
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Entry into service:  
3/4 of June 2014

**[www.hispasat.es](http://www.hispasat.es)**

