

BUILDING EXPERTISE

Total training solution builds staff competence for Indosat, Indonesia



Highlights

Customer Objective

- Increase revenue
- Enhance network performance
- Improve end-user satisfaction

Ericsson Solution

- Structured Knowledge Transfer

Customer Benefits

- Accelerated knowledge transfer
- Enhanced end-user services
- Subscriber growth
- Foundation for future development

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Indosat receives a Structured Knowledge Transfer program to address competence gaps and increase service quality.

Indosat is a major operator in Indonesia with 30 percent of the total market share. In 2004, the operator signed an on-going contract for Ericsson to act as sole network supplier in the greater Jakarta region. Phase Two of the contract, the Structured Knowledge Transfer program, was rolled out in 2005. Completed in the first quarter of 2006, the education program built on the success of Phase One, maximizing in-house expertise and facilitating Indosat's future growth.

Edison Panjaitan, Service Account Manager, Ericsson, Indonesia, underlines the key benefits of Ericsson's end-to-end solution: "Ericsson not only brought technology to the customer, but the underlying operation and resources. This was crucial for Indosat to take full advantage of new technology and strengthen market position in readiness for next generation networks."

A Structured Knowledge Transfer program was delivered in four phases, Analysis, Building, Delivery and Evaluation. This framework is unique to Ericsson and was critical to the success of the project. The Analysis stage is essential as it allows Ericsson to identify the key competence gaps for each member of staff in every department, ensuring an adapted learning solution that meets both individual and organizational needs.

Indosat's key objectives were to increase revenue and build subscribers by maximizing network quality and minimizing downtime. The Ericsson solution has accelerated competence development and built a confident and knowledgeable workforce. This has already resulted in an immediate improvement in network efficiency and customer service, leading to a growth in new subscribers and an increase in customer loyalty.

The pool of in-house expertise that has been established strengthens Indosat's competitive position and lays a solid foundation for future expansion. Raymond Tan, Network Operation and Quality Management Director, Indosat, Indonesia comments on the operator's enhanced market position: "The benefits of competence development have been immediate, with a significant increase in network performance."



Raymond Tan,
 Network Operation and
 Quality Management
 Director,
 Indosat

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