



ParaDM Case Study – CSL

About CSL

CSL is a pioneer in the mobile communications market in Hong Kong. Combining technical and engineering excellence with an in-depth understanding of the mobile market, it translates leading-edge technologies into customer-focused solutions that meet the needs of different market segments.

The Challenges

As the process of handling customer information was done manually, CSL was not able to unify the operation flow. It was always a difficult task for the staffs to track customer record. The frontline staffs in the retail shops were under great pressure of giving timely responses to their customers.

Being the market leader in the high competitive telecommunication industry, CSL realized that the most important is continued to provide excellent customer service. In order to achieve this, the management decided to improve the retail shops' operation efficiency by changing their service application form to digital form instead of paper form.

Why ParaDM

"ParaDM can fulfill all our requirements." said Mr. Ken Kong, Project Manager of Information Technology, CSL. "We need a web-based system which can meet our J2EE compliance. Moreover, ParaDM is a service provider that can provide local technical support. It has strong client references and the price is competitive."

CSL tried ParaDM's application in their back office at the beginning. The solution proved it did help improving the company's operation efficiency, therefore, the management decided to adopt the solution in all retail shops. While ParaForm is a tool to convert the company's existing paper forms into electronic forms.

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The Results

Improved Customer Service Level

The operation productivity improvement directly enhanced CSL's customer service level. This also helps to build up a good customer relationship by quick, effective responses from CSL's staffs.

Increased operation productivity

ParaDM's digital form and workflows minimized the efforts and resources in manual process and physical transfer of paper documents. The searching and retrieving time of client information has been shortened to a minimal level.

Better operation management

Project status can be chased from the digital workflows. This helps the company to keep track on all project status at anytime and anywhere.

Reduced human error and risk of information damage

Digital workflows reduce human errors that would occur during manual process workflows. Also, digital filing system prevents from information loss due to paper document deterioration.

The Solution:

ParaFlow –
Workflow Solution

ParaForm –
e-Form Solution

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