

Orange: credit limit solution

ORANGE

Madrid, Spain

Online:

www.orange.com

Industry:

Telecommunications

Founded in 1994, Orange is France Telecom's key brand for its mobile network operator and Internet provider subsidiaries. Since then, Orange has grown considerably and is widely regarded as being synonymous with nearly all of France's Telecom services, and is one of the primary European operators and a world leader for telecommunications services.

The Challenge

In 2008, Orange was faced with a growing concern in the area of fraud risk management, and needed to protect its revenue and address a multitude of collections issues. The telecom provider's existing time and balance collection strategies were not achieving organizational goals, and were in desperate need of an update. Orange needed a credit limit solution that would enforce compliance to its credit policy and monitor customer usage habits. Orange looked to CGI to develop and integrate an updated platform for credit limit control management.

How CGI Helped

CGI analyzed Orange's business needs and developed a unique integrated credit management model named CoCo. CoCo would allow for Orange to rate, register and accumulate customer-usage events and configure segmented rules and thresholds for its customer groups. Further, CoCo's Alarms Generator Module helps link multiple usages to a single customer or line alarm, which would help Orange with the management of priority accounts.

The Results

CoCo was fully implemented and live in June 2009, and provides Orange with a flexible, easy-to-use platform that has made a significant difference in preventing losses. Additional benefits include:

- Improved fraud management
- Optimized deployment of fraud agents and third parties
- Improved workflow
- Reduced work preparation time

The bottom line: CGI's mobile credit limit solution provides Orange with real-time access consolidating information that gives the telecommunications company an edge in managing fraud and protecting revenue.