



# The changing roles of a mobile operator

A new self-care customer portal serving O2 Slovakia's fast-growing user base.

## Summary

O2 Slovakia entered the market in 2006 and ever since have been able to offer a fresh and modern approach to the Slovak telecom industry. As an organisation, they take particular pride in fulfilling their company values of “Fair Fans Fun” both internally and externally. It was this interest in living out their company ethos that inspired them to take a leap of faith and reengineer their online presence, a necessary change in order to provide next level customer service. Since 2009 Liferay has worked alongside O2 Slovakia to enable them in fulfilling their vision of becoming a fully online company.

## In Brief

**INDUSTRY:** Telecom  
**COUNTRY/REGION:** Slovakia

**USE CASE:**  
Customer Portal, Main website, E-Shop, Self-Service Customer Zone “My O2”, Digital transformation

**KEY FEATURES:**  
Responsive Design, Web Content Management, Authentication, SSO, Role Based Access Controls



**With Liferay we have managed to achieve our long term vision and change the way we serve our customers in shops and call centres forever, we became truly online company.**

Radoslav Volný, Head of Online Transformation at O2 Slovakia

## Challenges

- Meeting client demands for instant customer support in a simplistic fashion
- Adoption of customers to digital support channels
- Difficulty integrating various internal services
- Recruiting IT employees to develop in-house
- Investing in software that can scale with future requirements

## Results



### IMPROVED CUSTOMER SATISFACTION

Customer issues are dealt with efficiently via customer self-service portal



**INCREASED ENGAGEMENT**  
Logins to “My O2” portal increased each month by 20% for a full year after its initial launch



### EMPOWERED IT TEAM

Developing can now be fully handled internally



### SINGLE FRAMEWORK

Liferay acts as the main container for all web content and functionalities

## Next Level Reengineering

Since entering the highly saturated Slovak mobile telecom market back in 2006/2007, O2 Slovakia's vision was to build a web experience centred on the foundation of simplicity and fairness. They wanted to create a solution where both their customers and front of line staff could tackle frequent customer related enquiries and transactions in a straightforward manner.

If O2 Slovakia were to be successful in reengineering their online platforms, they would need to consolidate their web presence into a single integration framework, which their previous portal would not allow. After a rigorous proposal process, where they compared possible solutions and examined potential return on investment they selected, Liferay.

The new customer portal was launched in 2009, on time and on budget. Immediately after the launch it began to deliver staggering results. For a full year, the number of customer logins to the "My O2" customer zone continued to climb by 20% each month.

As the percentage of transactions through the portal continue to increase, O2 Slovakia intended to leverage Liferay as their single customer facing system, to be used by mobile customers and for stakeholders in their frontline including shops and call centres.

## Empowering Customers

An integral part of O2 Slovakia's objective is honouring their company ethos of "Fair Fans and Fun". By creating the self-care customer portal, O2 Slovakia have empowered their customer base to manage their services in an efficient and uncomplicated way, mirroring the integrity of their values.

The idea of O2 Slovakia's "My O2" customer portal, was to enable their clients to speed up the process of problem solving. By cutting out the need of having to physically visit a shop or call their phone lines, customers can serve themselves through the

self-service customer portal and also through self-service screens in their shops, resulting in higher customer satisfaction and retention.

However, they did uncover one major challenge along the way, adoption. O2 Slovakia understood they could not force their customers to use a specific channel. They realised if their goal of self-service was to be accomplished they would have to directly tackle the needs of the customer in a way where their clients would not be intimidated by the transition to digital. They needed the customer portal to be dynamic, simple to use and to become a natural part of any customer facing process in any channel.

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**Our Liferay built self-service portal is becoming in fact our main CRM platform, over 90% of transactions even in physical shops are executed via this platform and not through our legacy CRM.**

Radoslav Volný,  
Head of Online Transformation at O2 Slovakia

## Taking Development home

Features such as Liferay's pricing, reliability and impressive content management system lent a hand during O2 Slovakia's vendor selection process. However, the deciding factor that led, O2 Slovakia to choose Liferay was it's open source advantage as they found it far simpler to recruit developers who understand open source technologies.

Initially, O2 Slovakia used Liferay through a partner but, as time progressed and the importance of online platforms continued to rise, O2 Slovakia was able to change over their development to be handled completely in-house. Liferay's impressive

content management system allowed the internal IT team to focus solely on development and content creation could be handled by the business side of the company. In-house development allowed O2 Slovakia to take full control over projects which leads to completion of tasks in a more time efficient manner.

O2 Slovakia's transition to Liferay consisted mostly of data migration and connecting previous internal systems. This was simple thanks to Liferay's integration capabilities. This meant they were able to deploy new functionalities while also maintaining successful aspects of their previous portal, without the need to rebuild them from scratch.

As they were merging multiple systems into one, the IT Team were able to apply their existing knowledge throughout the migration. This empowered the developers to adapt to Liferay technology smoothly. It also meant that O2 Slovakia did not need to invest heavily in retraining staff and could boost overall moral by offering working from home options to staff who were confident to work remotely.



## Changing The Way Customers Think About Their Mobile Operator

Consolidating O2 Slovakia's web presence into a single integration platform was the primary focus of the organisation. This along with the long term vision of the company, "to change the way customers think about their mobile operator", were the two main goals that were successfully accomplished using Liferay.

Liferay's scalable architecture meant that, as O2 Slovakia's customer base grew from 0.5 million in 2009 to almost 2 million today, their portal's functionalities could grow alongside the number of users. O2 Slovakia are able to maintain their high level of customer experience and support while increasing the number of users of their customer portal.

The continued development of Liferay means constant improvement and new features to leverage and explore. Radoslav Volný, also commented that despite using Liferay for sometime he still manages to continuously find new aspects of the product that make them excited for their future using Liferay.

As their portal continues to evolve, O2 Slovakia are finding their online presence is converging under the one roof which is what they had envisioned for the organisation from the beginning. Radoslav Volný, Head of Online Transformation at O2 Slovakia commented "more of our core processes are handled within Liferay and our company is becoming more and more online." Liferay today continue to be able to offer O2 Slovakia a tailored solution which was cost efficient, scalable and reliable to enable them on their digital transformation journey.