

COPEL Distribution is the wholly-owned subsidiary of Copel Corporation. It supplies power, with high standards of service, to nearly three million end customers in Brazil. In 2001, COPEL was for the second time chosen by ABRADÉE (The Brazilian Association of Power Distribution Utilities) as the Best Power Distribution Utility in the country.

COPEL Achieves Better Customer Orientation with QPR ProcessGuide

CUSTOMER CASE:



"Now we are getting the capability to analyse more deeply customer needs, and improve the relationship with our customers".

Roberto Rathunde, Head of Information Technology.

Brazil's Copel identified the business challenge of understanding customer needs and getting a view to the whole process in a traditional, functionally oriented organization.

Now, since June 2002, they have established a new relationship between IT and business processes where technology really adds value to business.

QPR ProcessGuide is being used as a chosen software tool to support the objective of getting to know the customer better.

Using Technology to Achieve Process Efficiency and Customer Orientation

"In traditional, functionally oriented organizations it is easy to lose view of

the complete process and customers' requirements", says Roberto Rathunde, Head of Information Technology at Copel. "Now we are getting the capability to analyze more deeply customer needs, and improve the relationship with our customers" he continues.

This shift towards better customer orientation was seen as the key underlying business challenge in Copel's process management initiative. In addition to improved customer satisfaction, concrete results in the form of better productivity, time and cost savings are realized.

Real Added Value to the Business Processes

The objectives of this initiative are achieved by establishing a new relationship between IT and business processes. According to Willian Lopes de Oliveira, Software Quality Manager, Copel makes always sure that IT adds real value to the business processes of the company. All IT solutions are also carefully evaluated in terms of

quality and how they support the business.

The process work was started in June 2002 by using QPR ProcessGuide to map the as-is processes in one pilot process which was invoicing. QPR's Brazilian partner Way Amadeus consulted Copel in the process work.

As a framework to map the processes, Copel used COBIT (Control Objectives for Information and Related Technology) which is an IT Governance tool that helps in understanding and managing the risks associated with Information and related Technology.

Next step is to continue the work in other processes and start improving the processes during 2003. Copel is also planning to create a closer linkage between business processes and IT application development.

QPR's approach best suited to support the implementation

During the pilot, Copel realized that QPR ProcessGuide was a tool suitable to their needs. Also other software solutions were evaluated but QPR ProcessGuide was chosen in November 2002.

"We really like the approach that QPR ProcessGuide offers. The graphical presentation is good, features are powerful and the web interface is excellent", says Willian Lopes de Oliveira.

Copel has currently three main users modeling the processes. According to Silvia Nemetz Kohler, one of the main users, the tool is very easy to learn and use. With the training provided by Way Amadeus, all users were able to start effectively using QPR ProcessGuide from the beginning.