An Integrated Framework for Enhancement of STC IT Services & Internet Presence

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Introduction

In this document we propose to study the existing STC services provided over the Internet with the aim of enhancing them and suggesting new and related services. Broadly speaking this document proposes a comprehensive study to provide guidelines and framework for improving services and products, customer relationship and information services using Internet technologies. The overall outcome of the study will be to propose an integrated framework for enhancing STC IT services over Internet.

Objectives

Objectives of this proposal are:

- To extensively study the existing STC services with the aim of providing the same over Internet. That is, this will include the study of the STC's current service infrastructure and availability of services over the Internet.
- An extensive study of Internet services and products offered by similar telecommunication companies world wide will be carried out. This will

enable proposals for new Internet services and new products that STC should provide to keep up with the advancements in technology and customer requirements.

- The study will also suggest ways and mechanisms to provide STC **support** services over the Internet. This includes help desk, trouble ticketing, etc. Also, ways and means to further improve customer relationship via internet will be investigated.
- **Security:** Since security is always a major issue in providing services over the Internet, the study will suggest ways and mechanisms to provide services effectively and securely. This study will also provide an insight into selecting the appropriate technologies available for providing secure transactions over Internet.
- **Value Added Services:** The study will provide guidelines for enhancing value added services for home and business customers. It will provide guidelines for addtional information services for home and business customers.
- **Commerce:** Finally, the study will provide guidelines so that STC acts as a focal point for e-business, e-commerce, and m-commerce services for other companies.

Description of the Work

With the explosion of Internet in Saudi Arabia, more and more companies will be making their services and products on-line. In this scenario, STC is supposed to take the lead and provide value added information services on-line for the customers. Furthermore, STC can also use Internet to improve customer relationship and customer support by adding services for solutions to day-to-day customer problems. The possibility of E-commerce in Saudi Arabia in near future provides avenue for adding services by STC for the existing and new customers.

Approach to the Problem

We propose to address this problem by forming a team that will study the current STC services by interacting and coordinating with relevant STC personnel. The team will make frequent visits to the STC premises to fully understand the current status and future vision. The team will also carry out an extensive study of current trends and services offered by other telecommunication companies in the developed world. After carrying out these two studies, the team will provide guidelines and framework for improving and launching new on-line services The brief sketch of the approach to the proposal can be divided into phases, as itemized below:

- The first phase will be to have some initial discussions and meetings with the STC team setup for this project and to get the overall vision and requirements. This will help in laying out the foundation for this study.
- The second phase will be to arrange frequent visits to understand the STC services like sales and support.
- The third phase will be to draft an initial sketch of the proposed framework in accordance with the gathered information and requirements and get it reviewed by the STC team.
- The fourth and final phase will be to finalize the proposed framework in accordance with feedback from STC team and provide implementation guidelines.
- All phases will require discussions, meetings and visits.

Benefits to STC

Some of the benefits of this study to STC are envisioned as follows:

- It will help STC to enhance its services over Internet.
- It will also help them to keep up with technological advancements in providing services over Internet.
- The resulting framework is expected to provide a streamlined approach to overall STC services over the Internet. This will essentially help a boost in sales and customer satisfaction.

- The study is also expected to result in STC providing new services to its customers.
- The framework and its implementation will further improve STC image in comparison with other international telecommunication firms.
- The study will also open areas of future cooperation between KFUPM and STC.

Duration and Budget

The duration of this proposed project is estimated to be one year with a cost equivalent to 24 man-months.