

Case study

Digital Transformation of Consumer Marketplace

with ZIRA BSS Suite



Challenge

Njuškalo, Croatia's digital classified marketplace, wanted to create a strong platform and enhance the capabilities of its shopping portal.

With more than one million buyers and sellers, a key challenge for Njuškalo was the complexity of dealing with a large number of partners and different business models.

To minimize these complexities, a powerful, modernized BSS backend was required to simplify customer and partner relationships and manage their full lifecycle.

Before we started this initiative, we had no 360 view of the customer, many manual steps, bad quality due to missing validation, and a long time to market when we needed to introduce new products.

Slobodan Vučen

Senior Project Manager at Njuškalo

Transforming the BSS platform

- ▶ **Lead to cash with credit-based or recurring subscription model** that supports C2C, B2C, B2B, and B2B2X business models
- ▶ **Showcasing of marketplace products, services and marketing content** in the product catalog and provisioning them with customer order management
- ▶ **Decoupling a monolithic portal from the backend** and replacing it with a COTS BSS product integrated with APIs
- ▶ **Product catalog-driven CPQ and order capture** via customer portal and agent application
- ▶ **Automated interaction management and trouble ticketing** for platform users integrated with channels like chat, social, and email
- ▶ **Integrated with SAP Financial System**

Solution

Njuškalo selected ZIRA for its proven track record of delivering complex transformation projects, pre-integrated lead-to-cash BSS suite providing better value for money, and recognized quality in delivering solutions.

For Njuškalo's digital transformation, ZIRA delivered multiple products from its product portfolio:

- > Customer Ticketing
- > Customer 360
- > Lead Management
- > Product Catalog
- > CPQ (Configure, Price, Quote)
- > Customer Ordering & Asset Management
- > Billing & Finance Management
- > Marketing Module
- > Forecast Planning

We selected ZIRA to help us transform our IT infrastructure, having seen their track record in delivering similar BSS transformation projects worldwide.

Radomir Bjelopetrović

Chief Technology Officer at Njuškalo

Benefits

Njuškalo's move to the ZIRA digital BSS platform has positioned the marketplace at the forefront of operational excellence and enabled a focus on business growth.

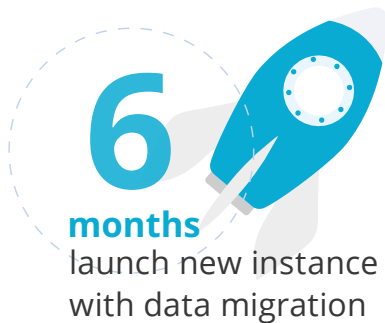
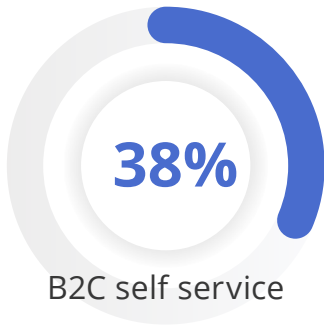
The modernized and simplified IT environment has allowed Njuškalo to provide truly digital-first omnichannel opportunities for its users and enriched customer experiences that can be adapted in an agile way.

Serving as a common platform across all lines of business, ZIRA BSS provides a 360-degree view of customer information and unified business processes for managing customer relationships. ZIRA's product catalog has dramatically improved offer design and easy product definition.

Njuškalo is part of the STYRIA Media Group, which operates in Austria, Croatia, and Slovenia. After the successful implementation of the full BSS suite in Njuškalo, STYRIA Group decided to implement the same BSS Suite for another marketplace in Slovenia, Bolha.



Results



Why did we succeed? It hasn't always been an easy journey to accomplish something this ambitious and transformative for our customers and our business. It's about having top management support and then creating great teams between all parties involved and really sharing the same target end state. It's complex to create business value: you need to understand the customer journey, touchpoints, BSS impacts, integration layer. We reached our targets and milestones by always keeping in mind the end customer as our guiding star.

Mario Vrgoč,
CEO at Njuškalo

About ZIRA

ZIRA offers award-winning solutions for Revenue and Order Management, Product Catalog, and Customer Partner Management, with B2C, B2B, and B2B2X options that simplify the lead-to-cash process, minimize risks and costs, and safeguard legacy investments. With 25+ years of experience and a reputation for quick implementation and efficient operations, ZIRA has helped 50+ telecom operators and digital service providers across 30+ countries introduce new digital services and provide exceptional customer experiences.

For more information,
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