Our intensity.
Your agility.

Case Study
UniServe™ | CCM

Customer communications management at ISP with UniServe™ platform

The company is a premium segment Internet Service Provider (ISP) based out of India. It is steadily growing with 50000+ customers in home broadband segment and 600 enterprise customers. The company offers ultra-high speed broadband services and complimentary Wi-Fi service in common areas of residential apartment campuses.

UniServe™

Challenges

The service provider wanted to improve the bill delivery cycle for faster revenue realization and reduce operational expenses. Enhancing the customer experience by sending personalized promotional offers was the need of the hour.

- Unavailability of GUI (Graphical User Interface)-based design tools for incorporating changes in bill layouts posed a huge challenge in terms of time, skill and coding effort of the operations

- Customer service representatives were unable to effectively answer customer queries related to bills (60% of calls were billing-related) as they did not have access to bills identical to the customer bill copy

- Incurring wastage costs on paper because of the inability of the existing system to suppress zero bill amounts

- Existing application was incapable of inserting customized marketing messages and personalized messages on the customer bills

Solution

The ISP implemented Intense's Customer Communications Management solution built on UniServe™ platform for handling customer communications by integrating with core applications. Some of the key features of the solution included:

- Multiple applications that previously catered to bill formatting, presentment and distribution have been replaced with the CCM solution

- GUI-driven design with layering technology, multi-modal delivery capabilities, enabled end users to consolidate, personalize and enrich customer documents like bills, statements, invoices, etc

- Business rules engine to send E-Statements, Itemized details and campaigns based on customer preference
- Automated delivery of bills through multiple channels like white-mail, email and web
- Support features like adhoc bill generation, duplicate bill delivery, Point Of Delivery (POD) tracking
- Self-care and EBPP (electronic bill presentment and payment) ensured secure web hosting and enabled generation of customized reports and analytics on customer data
- Business intelligence reports on customer demographics, data consumption, account status, maintenance (downtime and uptime), issue tracking & ticketing. Supports generation of real-time, adhoc reports along with scheduled reports
- Analyze the usage patterns to create relevant up-sell and cross-sell opportunities
- Audit logs on number of bills generated, delivered/undelivered
- Schedule reminder alerts on payments and data limit

Benefits

The benefits on implementation of the solution included:

Reduction in operational costs

- Reduction in 30% to 40% of the printing and stationery costs
- Suppression of bills with zero bill amounts and rollback of already generated invoices in case of deviations in customer bills results in saving redundant printing and distribution costs
- Easy change management through GUI tools means the change is implemented centrally across all distribution channels and circles

Enhanced Customer Experience

- Analytics on transaction data through the self-care portal helped enrich customer billing experience
- Call resolution by CSR executives is faster and effective since they had the exact identical bills

Improved revenues

- Personalized campaigns based on business intelligence reports
- Faster bill distribution leading to faster revenue realization