

## Case Study

### UniServe™ NXT | CCM

# UniServe™ NXT supports unprecedented nationwide expansion with superior billing experience

The Telecom Service Provider has commenced operations in 1999 and became the leading mobile operator in Tamil Nadu within 18 months. In December 2003, it launched commercially in Chennai and quickly established itself as a market leader – a position it has held since.

The company began its outward expansion in 2005 and met with unprecedented success in the circles on the Eastern frontier of India. It emerged as a market leader in Assam and in the North Eastern provinces within 18 months of operations.



## The challenge of growing volumes

Having started as a regional telecom operator, the mobile carrier decided to go national and gradually expanded into 18 circles across India. To support its rapid subscriber growth and geographical expansion, the company needed a flexible, scalable and an end-to-end customer communications solution that can be readily deployed.

Specifically, the need was a customer communications solution that can

- interface with the existing core billing system
- generate multiple output streams to support print, archiving, e-mail and customer care
- allow flexibility of scale and addition of new applications
- simplify the generation and distribution of customer documents

## Intense's Solution

For their national rollout, Intense's Customer Communications Management solution built on UniServe™ NXT platform was the unanimous choice, since it is the tried and trusted solution by all the major telecom companies in India. Having been built on robust Service-oriented architecture principles, the solution's architecture enabled seamless integration with the core billing application and helped unify multiple business processes to create a single customer communications function.

With the Customer Communications Management solution, the operations team now generates a single file that caters to multiple customer touch points - white mail, email, SMS, FAX, self-care, etc.

CCM is the preferred solution when it comes to creating rich, customized and personalized customer-facing documents. Also, Intense Technologies has been a partner of choice for customer communications solutions since 1999, when the company first launched its operations.

#### **Flexible output delivers delight**

To distinguish their billing experience, the company realized the need to generate outputs for all the customer touch points. With the CCM solution, the operations team now generates a single file that caters to multiple customer touch points - white mail, email, SMS, FAX, self-care, etc. The itemized part of the bill is generated from the XML version for reprint and allows the CSR (customer service representative) to view the bill while responding to customer queries.

The CCM solution also enabled the self-care portal for online bill view and other customer transactions. The solution facilitated sending PDFs electronically thus ensuring that every customer touch point is delivered with identical output.

#### **Simplifying complex message inclusion**

The company also needed to customize bills to empower their marketing teams with up-sell and cross-sell opportunities. This meant personalization of content across the bill real estate in line with customer demographics and profile. With the CCM solution, their customer communications team succeeded in customizing the experience by delivering messages and campaigns that met customer tastes and preferences.

Specifically, the conditional processing capability of our Customer Communications Management solution helped create hundreds of documents that are distinct from one another.

#### **Superior self-care experience**

The self-care module of the solution empowered customers to analyze their bills across multiple personalized parameters and categories in graphical formats. Besides, the module facilitated the customer in updating information and raising requests online, without the need to contact the customer care team. This helped reduce the traffic load, saving enormous manpower and operational costs.

Additionally, the self-care module supported several intelligent features like duplicate bill delivery, personalized address book, etc, which helped improve customer experience.



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