Our intensity.
Your agility.

Case Study
UniServe™ | B2B CEM

A leading Mexican telecom operator redefines enterprise customer experience with our B2B Customer Experience Management solution

A Mexican telecom service provider managed communication throughout enterprise sector services; national corporates, multinational companies and institutional customers, through more than 17000 km of fiber. Its portfolio includes data center, as well as value-added solutions.

The Telecom Service Provider , with a vast enterprise customer base, knew that this segment contributed significantly to their revenue and was looking for a solution that would enable them to enhance customer experience of their most demanding customer segment.

UniServe™

Challenges

- Billing applications used were not seeing the enterprise as a single entity but as different accounts. This did not help the enterprise customers of the TSP in comprehending their invoices and inventory.
- Enterprises are not provided with a single interface for viewing, assessing and controlling their usage and inventory.
- Usage and expenditure in the form of telecom expenses are to be made available for the enterprise customers so as to enhance their intelligence of the enterprise's expenses.

Our Solution

Our B2B Customer experience management solution built on UniServe™ Platform is a 360 view of transactions that empowers enterprise customers to get a grip on telecom invoice management. It is a comprehensive web portal through which corporate customers can create cost centers based on their organizational structure, assign users to each cost center, and analyze spend patterns. Users can define budgets and analyze budget against spends.

In addition to these, the solution affords the options of order management and inventory management, which will aid the enterprise customers of TSPs in keeping track of their orders and inventory

Key Functionalities

- Creation of cost centers to synchronize telecom expenses to enterprise hierarchies across products (lease line, voice, data, 800 etc.), geographies (by state, city, area) and departments (marketing, finance etc.). Ability to perform drill down analysis.
- Holistic view of the entire relationship by consolidating expenses across LOBs
- Service management, inventory management, and contract management functionalities to enable TSPs to enhance customer experience, shorten revenue realization cycles and reduce customer service costs.
- Unified platform for end-to-end functionalities that will enable service providers to effectively cater to all aspects of enterprise customer relationship.

Benefits

- **Enhanced customer experience:** Our B2B Customer Experience Management solution enabled the TSP to deliver customer experience to enterprise customers, thus improving their customer retention capabilities. Their services were made available 24/7 through the portal, giving enterprises greater control over managing their services
- **Operational efficiencies:** Single point of truth for customer information across billing, CRM and accounting systems
- Reconcilability between TSPs and the enterprises leads to a reliable fail safe environment between both, thus improving future business possibility.