

Case Study

UniServe™ | B2B CEM

Digital transformation of B2B customer experience to reduce operational costs and enhance customer loyalty

A Leading telecom service provider in UK having extensive enterprise lines of business and operating across 30 countries wanted to digitally transform their enterprise customer experience. Their existing IT systems were not equipped to meet the challenges. They needed a solution which addressed their operational inefficiencies and customer dissatisfaction. We helped them in redefining their processes to gain sustainable competitive advantage.



UniServe™

B2B Customer Experience Management solution:

Our B2B Customer Experience Management solution built on UniServe™ Platform is a unified digital enterprise customer experience solution that enabled the service provider distinguish their services and save millions in costs from streamlined operations. The solution enabled enhanced customer retention because of its powerful analytics and service management capabilities.

Scope of the solution:

- Unified platform for enhanced digital customer experience without having to rip and replace their existing systems
- Single formatting application that ensures consistency in Omni-channel communication
- Single application for presentment, reporting & analytics bringing in operational efficiency
- Comprehensive analytics portal for greater visibility and control for enterprise customers

Challenges

Before B2B Customer Experience Management

After B2B Customer Experience Management

Billing Calculation

- Bills of same enterprise customers for different services are billed in eight different billing systems
- Consolidated bills could not be generated along with regular bills, required manual consolidation

- The solution replaced multiple legacy systems to automate the bill consolidation process

Bill Formatting

- Five different applications were used for bill formatting
- Bills for the same customer were produced in different formats leading to redundant storage

- Our B2B Customer Experience Management solution acts as single formatting application for all billing systems
- Efficient template management for generating interactive PDF, HTML, digital signature and many more

eBill Presentment

- Too many points of interactions with customers resulted in huge maintenance costs
- CDR delivery through one system, bill image through another one and analytics through a different application

- The solution is a unified platform which acts as single source of truth for all customer touch points.
- This portal has interactive dashboard giving role based access to all stakeholders (RBAC)

Payment and Collection

- Time gap existed between the posting of regular bill from the system and the invoice the customer receives
- High bill disputes because of presence of separate manual billing and conglomerate billing

- Comprehensive bill output to reduce turnaround time, improve day's sales outstanding, reduce disputes, and to improve response to customers
- Web Reports for Account Managers, Resellers and Customer service executives

Revenue Assurance

- Due to manual process of generating conglomerate bills, some of the bill amounts were not reflected in the conglomerate bill.

- Automated process to reduce human errors Logs of every activity for audit trail Complete tracking and reconciliation of bill data

Purchase Order

- Manual intervention in updating purchase order details in invoices resulting in delayed payments and high disputes

- Automated purchase order management helps in tracking and upgrading POs. Sends alerts for expiry of purchase orders and credit limits.

The originally envisaged 30 month IT transformation was achieved in 28 weeks

Following were the key functionalities offered:

Intelligent data management:

- Customized formats requested by customers are generated as standardized EDIFACT formats which can be directly uploaded into their in-house systems
- Automated the entire data capture, sequencing and processing activity
- Maintained an end-to-end audit of all feeds received for each Billing system & Data Feed type thereby ensuring process and data integrity

B2B Customer Experience Management solution delivered four million GBP Opex savings per annum for the Telecom Service Provider.

Comprehensive enterprise self-service portal that empowered them:

- Creation of cost centers to synchronize telecom expenses to enterprise hierarchies across products (lease line, voice, data, etc.), geographies (by state, city, area) departments (marketing, finance etc.)
- Multi-dimensional bill analysis and the ability to perform drill down analysis
- Single view by consolidating expenses across lines of business
- Print cross-border invoices directly to pre-defined remote printers across different geographies
- Workflow for processing payments
- Alerts for bill payments & Service Level Agreements

Customer support services:

- Internal stakeholders like account managers, customer support representatives, etc had access to pertinent information through a Single Sign On portal that enabled faster and efficient responses
- Reports on usage patterns were made available on the click to account managers to improve customer service

Benefits Delivered:

Our B2B Customer Experience Management solution delivered four million GBP Opex savings per annum for that telecom service provider.

Enhanced customer experience -> customer retention

- Enterprise customer is in greater control of their telecom services
- Swift response to service requests
- Consistent Omni-channel experience

Reduced costs

- Streamlined operations resulting in savings of 4 million GBP in the 1st year of implementation
- Lower customer support costs due to reduced traffic to call centers
- Greater customer adoption of digital platforms eliminating the need for paper bills and postal expenses

Improved revenues

- Account managers are focused on targeted up-selling and cross-selling
- Contained revenue leakage with streamlined collections process



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