Telecom service provider centralizes customer engagement lifecycle with Customer engagement hub

The Telecom service provider (TSP) operating as a subsidiary of one of the largest publicly traded companies by market capitalization in India aims to revolutionize the Indian telecom service industry by providing the lowest cost LTE services across 800 cities in India.

This telecom service provider wanted to establish high standards of customer experience by providing consistent, personalized and interactive engagement at every step of customer engagement. Right from onboarding the customer, to sending notifications of usage, billing information, one-time passwords for various services, acknowledgement and tracking of service requests amongst others were centralized through a single solution to enable 1:1 communication. Along with being contextually relevant to customers, the service provider had a mandate to minimize operational expenses to gain competitive advantage.
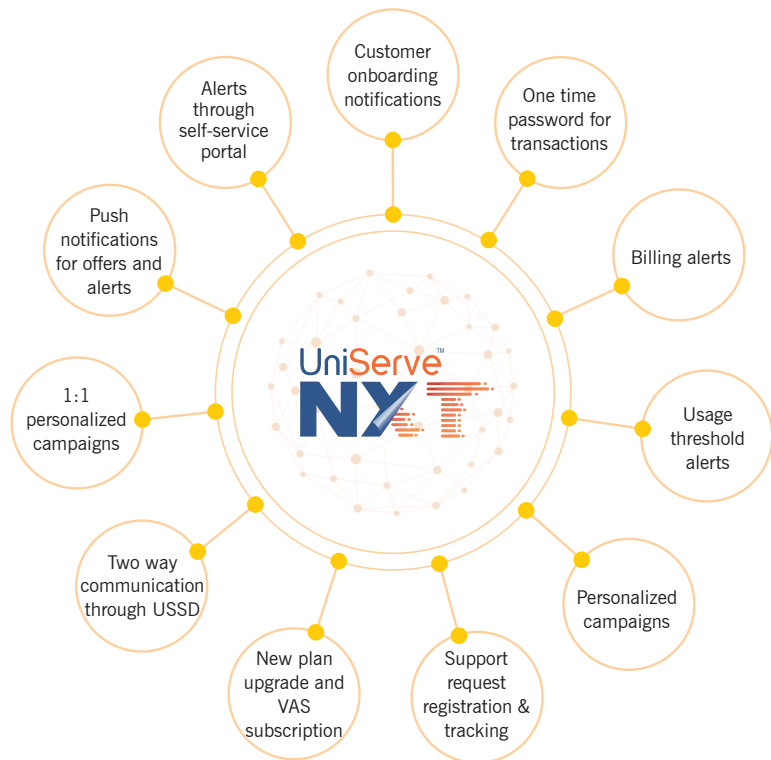
Our Customer engagement hub connects to all the existing customer response applications to provide a unified platform, proactively responding to customer's telecom usage and requests/queries.

Requirements by this telecom

- Replace their existing notifications system to an enterprise level agile solution that can handle large amount of incoming customer requests through SMS
- A unified notification hub that connects to all their existing enterprise applications and responds to any customer related event triggers
- The new application should be able to respond to customer queries/requests/event triggers through SMS, e-mail and inter-application communication
- Communications from TSP to the customer need to be sent over secure channel
- Proactive engagements with customers regarding telecom spend together with communication tracking mechanism was needed

Intense Technologies Customer engagement hub

Intense Technologies suggested that Customer engagement hub will help the TSP communicate with their customers more effectively by sending the right message to the right customer at the right time through the right channel. The customers are thereby engaged constantly through their preferred channels of communication to increase loyalty and experience, simultaneously reduce customer service costs.

Customer engagement hub connects with customers

Built on UniServe™ NXT platform, the Customer engagement hub connects to all the existing customer response applications to provide a unified platform, proactively responding to customer's telecom usage and requests/queries. This form of communication provided a relevant channel for the TSP to send marketing messages along with customer required communication to up-sell. Proactive alerts will give control of telecom expenses to the customer thereby enhancing experience, improving loyalty, and brand value.

Template management for faster go to market

GUI based template management system with automated workflow reduced the dependency on IT to generate new templates, replaced various applications used for template management, and saved time on go to market new marketing campaigns.

Multi-channel two-way communication

The hub responds to inbound requests from customers and sends responses through SMS, Flash SMS, Email, and inter-application messages. Multi-lingual engagements can be sent to increase customer engagement. Secure channels are used to send communications to a customer.

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Built on UniServe™ NXT platform, the Customer engagement hub connects to all the existing customer response applications to provide a unified platform, proactively responding to customer's telecom usage and requests/queries.

Operational efficiency

The hub validates all the incoming requests from customers and responds promptly. If there are any errors in the request, an "error in request" alert is sent. Thus the hub reduced the use of multiple applications to validate customer requests.

Digital engagements across channels

The TSP can now send bulk and personalized engagements across channels and measure effectiveness with the help of our Customer engagement hub. Delivery reports and analytics are available to track every communication sent to a customer.

To know more about our solutions, visit www.in10stech.com or e-mail info@in10stech.com