

Case Study

UniServe™ NXT | CIM

Airtel implements Customer Identity Management solution for enhanced customer experience and compliance needs

Bharti Airtel Limited is a leading global telecommunications company with operations in 20 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 4 mobile service providers globally in terms of subscribers. Bharti Airtel had nearly 287 million customers across its operations at the end of Dec 2013



Challenges

TRAI regulations mandate that a subscriber should not have more than a stipulated number of connections within a specific telecom circle. Customer information on the other hand is captured by multiple systems operating in silos and manual data entry resulting in possible inconsistencies in information.

Online and offline De-duplication of records to establish customer identity has the following challenges:

- Missing, conflicting, corrupted information and data entry errors to match customer information
- Ever growing customer subscriptions complicating the de-duplication process
- Businesses need to check with lists of blacklisted customers and National Do Not Call (NDNC) prior to onboarding
- Parameters like name, addresses etc being captured differently at each customer interaction
- Re-update of data after de-duplication process, is done on a daily basis

Solution

Intense provides automated de-duplication solution to create a single view of customer within and across Lines of Business. We process more than 500000 de-duplication requests per day and match a customer record with more than 20 million existing customer records to identify duplicates.

Following is the scope of our solution:

- Real-time standardization of legacy data: Cleansing to eliminate duplication and other redundancies in customer information

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- Online de-duplication for establishing existing connections; successful de-dupe check results in trigger being sent to CRM for service activation, otherwise the application is rejected and the distributor is informed.
- Online de-duplication is performed on the critical fields like Name, Father's Name, Date Of Birth, Address and City for all the customers.
- Online de-duplication also checks customer credentials with National Do Not Call (NDNC) list and blacklisted customers' list
- Offline De-dupe process, involves deduplication of a batch file of customers against the customer database at regular intervals throughout the month to create unique IDs of customers having multiple connections
- After de-dupe process all the data is updated back into the database in real-time and is used for further matching.

Benefits

- 100% compliance to Telecom Enforcement, Resource and Monitoring (TERM) Cell and TRAI regulations of data de-duplication
- Single view of customers across Lines of Business resulting in targeted communication and greater user experience
- Consolidated communication of multiple subscriptions across Lines of Business
- Reduced costs and improved operational efficiencies of customer communication
- Loyalty management programs based on single view of the customer
- Management Information System(MIS) reports of customer subscriptions within and across Lines of Business



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