

Case Study

UniServe™ NXT | CIM

Idea cellular implements Customer Identity Management solution for single view of customers

Idea Telecom is a network of over 100,000 2G and 3G cell sites, spread across over 55,000 towns in India, with revenue in excess of \$4 billion; revenue market share of nearly 15%; and subscriber base of over 121 million in FY 2013. With its expanded subscriber reach, Idea telecom is India's 3rd largest mobile operator.



Challenges

To identify customers having multiple connections within and across Lines of Business

- Adherence to regulatory requirements of customer identity management
- Consistency in customer data across applications
- To bring down redundancy of storing customer information

Solution

Intense's robust Customer Identity Management solution built on UniServe™ NXT Platform is currently being used in Idea's Prepaid and Postpaid Lines of Business catering to about 3.5-4 lakh online de-dupe requests per day from across 22 circles.

Our Customer Identity Management solution enabled Idea to perform Online (one to many customer records)/Real-time matching, and Offline (many to many customer records) matching, thereby identifying all possible duplicate/multiple records of customers.

Key Functionalities

- Data Standardization: Standardization includes correcting and removing unwanted (example special characters) data in tune with business requirements
- Matching Rules and Weightages: De-dupe process on the given database with weightages assigned as required is performed. (eg: Name = 85%, Father's Name=85%, Date Of Birth= 90% and Address=65%).
- Cluster Formation Cluster Analysis: Clusters or groups of similar data based on the matching template are formed and once the clusters are formed, they are analyzed
- Re-Run Clusters with Various Strengths: Cluster formation and cluster analysis is done again with varied strengths and weightages to the various fields.

De-duplication solution takes into account various parameters like name, address, fathers name etc, to match customer records. Different weightage can be given to these parameters to ensure appropriate results

- Integration with CRM: To synchronize customer churn and information related to customer data update
- De-duplication Closure: De-duplication process is performed once the clusters are formed
- Reports and alerts: Management Information Systems reports on de-duplication (churn, incremental and bulk connection reports) and operational alerts on pending jobs

Benefits

- Compliance to de-duplication regulations.
- Single view of customer resulting in greater customer experience
- Reduced storage costs
- 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 leading to targeted communication and greater user experience
- Consolidated communication of multiple subscriptions across Lines of Business
- Reduced costs and improved operational efficiencies of customer communications
- Loyalty management programs based on single view of the customer
- Management Information System reports of customer subscriptions within and across Lines of Business



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