

Case Study

UniServe™ 360 | Utilities

Streamlined operations and improved customer service ensures revenue enhancement and predictability

Torrent Power is one of the leading companies in the Indian power sector, promoted by the INR 38 billion Torrent Group – a group committed to its mission of transforming life by serving two of the most critical needs – Healthcare and Power. With an all-round experience in generation, transmission, and distribution of power, and a proven track record of implementing large power projects, Torrent Power is the most experienced private sector player in Gujarat.



UniServe™

Challenges from legacy systems

- Customers of Torrent Power fall under four different categories. They are LT – Low Tension, HVS – High Value Service, LTMD – Low Tension More Demand, and HT – High Tension
- Customers under LT, HVS, LTMD have single page bill templates and a bill cycle in every two days. The HT bill cycle is of 1 month. The total number of bills generated is 500, which accrues 32% of revenue for Torrent Power
- The billing application was developed in-house, using COBOL while Intelli Print was the printing software

Limited capability of existing applications

- Inability of the existing system could not generate bills in PDF format for storage and retrieval. Due to this, duplicate bill generation and delivery was becoming a huge challenge
- Mounting costs on paper because of the inability of existing system to suppress zero-bill amounts and effectively organize data onto the bill
- Existing system did not allow insertion of customized marketing and personalized greetings on the bills
- Inefficient usage of printing resources as the legacy systems did not support duplex printing features
- Lack of intelligent Graphical User Interface for designing/modifying bill templates. To map data on to the billing template required plotting data blocks by pixels and the test copy could be viewed only after printing the bill

UniServe™ 360
empowered Torrent
Power to reduce the
time-to-market of new
promotional schemes
and products by
enabling it to insert
dynamic marketing
messages.

UniServe™

UniServe™ 360 at work

- **Dynamic messages on bills:** Messages like regulations, slab rates, discount offers were presented in Gujarati (the local language in the Indian state of Gujarat).
- **Dynamic generation of graphs:** Number of units consumed in the past twelve months were graphically represented on bills.
- **Dynamic imaging:** UniServe™ 360 supported placement of images on the bill template.
- **Dynamic suppression of meter reading details:** All the metered details are now presented on a single bill. Since the existing pre-printed stationery had two tables per page to present meter readings, subscribers who had one or three meters would receive bills with one blank table.
- **Dynamic addressing:** The company operated in four geographical zones. Four different spool files are received from the zones and four different templates maintained for different subscriber categories. Through dynamic addressing, bill templates were reduced from twelve to three.
- **Batch Processing:** Processes bills and prints them in parallel
- Bills are distributed through email
- Bills are archived in PDF format
- Dynamic barcode generation
- Multilingual messaging

Benefits delivered

- **Reduced costs:** After implementing UniServe™ 360, Torrent Power was able to improve the efficiency of the entire process from bill generation through to delivery thereby reducing storage, paper and distribution costs.
- **Enhanced customer satisfaction:** UniServe™ 360 ensured greater clarity of bills presented to customers by inserting transaction data in tabular format, ensuring customized and personalized formatting of data and designing customized layouts for different segments of customers.
- **Brand Equity and better customer connects:** UniServe™ 360's ability to insert multilingual messages on customer bills enabled the company to build brand equity and connect to the customers in a better way.
- **Faster response to market dynamics:** In a competitive environment it is essential for enterprises to respond instantly to the changing customer needs and market dynamics. UniServe™ 360 empowered Torrent Power to reduce the time-to-market of new promotional schemes and products by enabling it to insert dynamic marketing messages, which can be personalized according to demographics.

In10s
Our intensity. Your agility.

Copyright © Intense Technologies Limited. All rights reserved.

Intense Technologies Limited is a global enterprise software products company, headquartered in India with a strong presence in USA, LATAM, EMEA and APAC. Our enterprise software products are used globally by Fortune 500s for digital transformation of their mission critical, customer-facing processes that result in increased revenues and improved customer experience.

To know more about our solutions, visit www.in10stech.com, call +91 40 44558585 / 27849019 / 27844551 or e-mail info@in10stech.com