

**Case Study**

UniServe™ E-hub | Telecom

# Telecom service provider centralizes customer engagement lifecycle with UniServe™ E-hub

A Telecom service provider (TSP) operating as a subsidiary of one of the largest publicly traded companies in India by market capitalization 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 his usage, billing information, one-time passwords for various services, acknowledgement and tracking of service requests amongst others were centralized through a single application to enable 1:1 communication. In being contextually relevant to customers the service provider had a mandate to minimize operational expenses to gain competitive advantage.



**UniServe™**



“UniServe™ E-hub connects to all the existing customer response applications to provide a unified platform, proactively responding to customer’s telecom usage, requests & queries.”

The UniServe logo features the word "UniServe" in a sans-serif font. "Uni" is in black and "Serve" is in orange. A small trademark symbol (TM) is located at the top right of the word.The In10s logo consists of the text "In10s" in a bold, sans-serif font. "In" is black, "10" is orange, and "s" is black. To the right of the "10" is a stylized graphic of a square with a smaller square inside it, colored in orange and green. Below the text is the tagline "Our intensity. Your agility." in a smaller, black, sans-serif font.

**In10s**  
Our intensity. Your agility.

## 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 to customers regarding telecom spent was needed together with communication tracking mechanism

### Intense Technologies UniServe™ E-hub

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

### Customer engagement hub connects with customers

UniServe™ E-hub connects to all the existing customer response applications to provide a unified platform, proactively responding to customer’s telecom usage and customer requests/queries. This form of communication provided a relevant channel for this TSP to send out marketing messages along with customer required communication to up-sell. Proactive alerts will give control of telecom expenses to the customer thereby improving experience, 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 template, replaced various applications used for template management, saved time on go to market and new marketing campaigns.

### Multi-channel two-way communication

UniServe™ E-hub responds to inbound requests from customers and sends out 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 out communications to a customer.

### Operational efficiency

UniServe™ E-hub validates all the incoming requests from customers and responds immediately to the customer. If there are any errors in the request, an error in request alert is sent. Thus UniServe™ E-hub reduces the use of multiple applications to validate customer requests.

### Digital engagements across channels

This TSP can send out bulk and personalized engagements across channels and measure effectiveness with the help of UniServe™ E-hub. Delivery reports and analytics are available to track every communication sent to a customer.

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