Our intensity.
Your agility.

Case Study
UniServe™ | B2B CEM

Leading Telecom Company in South Asia Implements B2B Customer Experience Management built on UniServe™

An Indian multinational telecommunications services company operating in 20 countries across South Asia, Africa, and the Channel Islands implements Intense's solution for enhancing B2B customer experience. Its portfolio includes mobile telephony, fixed telephony, broadband and subscription television services.

Large enterprise customers were outsourcing their telecom expenses management. They wanted to proactively empower their enterprise customers with a comprehensive, self-service portal while achieving operational excellence and reduced customer support costs.

UniServe™

Key Challenges

- Absence of single portal for enterprise customers to view, analyze and make online payments of telecom expenses, often resulting in delayed payments and high disputes
- Enterprise customers wanted data in the formats (PDF, Excel) which they can integrate with their in-house systems
- Absence of a highly automated, streamlined e-billing platform
- High cost of operations, billing inaccuracies

Our Solution: B2B Customer Experience Management

Our B2B Customer experience management is a unified digital enterprise customer experience solution that enabled service the provider to distinguish their services and save millions in costs from streamlined operations. The solution with its powerful analytics and service management capabilities enables enhanced customer retention.

It provides a single source of truth for all the stakeholders, which helps in reducing overall turnaround time for various processes.

Creation of cost centers to synchronize telecom expenses to enterprise hierarchies across products (lease line voice, data etc.), geographies (by state, city, area) and departments (marketing, finance etc.).

Functionalities:

The solution provides a mobile friendly single sign on portal to the end customers and has the following functionalities:

Cost center creation and budget allocation: Account manager can create corporate admin who can in turn create multiple hierarchies.

The budget can be allocated according to geographies (Mumbai, Bengaluru), departments (Marketing, Finance), lines of business (Broad Band, Fixed line, Mobile) allowing the corporate admin to exercise greater control

Bill view and payment: Authorized users can view summarized and itemized details of bills and can pay the bill amounts offline and online through payment gateways. Payment history can also be checked by the users who don't have permission to pay

Reports and analytics: Users can slice and dice the reports according to their requirements on a mobile friendly platform

- **Transaction reports** based on subscriber and cost center based usage
- **Drill-down analysis** of the bill from top of the hierarchy to the last person, and also a view of itemized details
- **Comparative analysis** based on cost centers, subscribers, services
- **Trend analysis** based on multiple users, cost centers, usage and subscribers
- **Spend vs. budget:** When the corporate admin allocates budgets, analytics and reports based on spend vs. budget and ad hoc analysis
- **Audit reports** based on users, roles, permissions, cost centers etc.
- Summary reports of working-non-working days and hours can be viewed daily, weekly, fortnightly

The solution displays the outstanding payments of all corporates in a bucket wise (0-30 days, 31-60 days, etc.) representation to their users, which helps to identify the accounts and their outstanding dues to the telecom service providers

Alerts: Custom alerts like payment due dates and out of the box alerts like bill amounts exceeding budget, bill generation dates, and when cost centers and users in cost centers are modified are sent through SMS and mails

Integrations for improved revenue: The solution integrates seamlessly with existing campaign management. The campaign visuals will be displayed on the respective pages of the B2B self care portal

In10s

The corporate customers can plan the telecom expense budget of their accounts at an individual level or at a group level

Benefits

Operational excellence --> **Reduced costs & competitive advantage**

- Lower customer support costs due to reduced traffic to call centers
- Greater customer adoption of digital platforms, eliminating the need for paper bills and postage costs
- Consolidated, split bill view and bill history of last 6 months ensures faster payments

Enhanced customer experience --> **Customer loyalty & retention**

- Ability to perform reporting and analytics on their own makes the spend more visible and hence greater control
- Swift response to service requests. Further, the enterprise customer can also raise and track service requests
- Consistent omni-channel experience
- The corporate customers can plan the telecom expense budget of their accounts at an individual level or at a group level

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 building agility by digitalizing customer experience lifecycle.

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