

Case Study
UniServe™ | CCM

Optimized operations, reduced TCO and improved marketing messaging with UniServe™

With more than 100 million subscribers, the third largest TSP in the world and also the largest cellular service provider in India offers mobile, broadband, telephone and enterprise services across all 23 telecom circles in India.

Intense's Customer communication management solution built on UniServe™ has been seamlessly dovetailed with two core billing applications for efficient processing of bills.



Challenges of customer communications

Multiple applications catering to customer communication

More than three applications, like bill formatting, CRM (customer relationship management), self-care, etc., were deployed to extract data from the core billing application. Besides, processing raw customer files to enable printing, CSR (customer service representative) access, online bill presentment were carried out in silos. The entire process was decentralized and across locations, due to which the challenges were manifold:

- Difficulty across applications in maintaining data integrity for ensuring consistent communications across all channels
- Tedious and time-consuming process for implementing changes in design and layout of bills across various locations
- Redundant storage, administration and maintenance costs due to data duplication at multiple points

Dependency in pre-printed stationery for printing

Print ready files were sent to third party vendors for printing and dispatching. There was dependency on pre-printed stationery, resulting in increasing costs and inability to personalize communication based on customer profile and need.

Rigid and time-consuming process for change management

Implementing various format/design-change requests required changes to application code by local skilled programmers. This resulted in redundant efforts, as each system had to be individually programmed across circles.

AFP printing enabled insertion of customized marketing messages on customer bills, thus ensuring flexible and easy response to market dynamics.

Manual interventions required in processing of invoices

Several manual processes were employed to sort and merge files based on criteria like PIN Code, which was tedious and time consuming

Customer communications management solution at work

The Customer Communications Management solution built on UniServe™ platform provided the service provider with a completely automated solution for handling customer communications by integrating with core billing applications and CRM/self-care applications

- The CCM solution's multi-functional capability enabled creation of rich layouts using GUI (graphical user interface) tools, insertion of personalized messages and promotional offers based on business rules and bills in regional languages
- The solution supported color printing on continuous paper by generating print streams in AFP format, thus enabling dynamic personalization of statements and reduced printing costs. In addition different stationery types for each LOB (line of business) with unique color overlay/background are being used
- It ensured automated delivery of bills through multiple channels like white-mail, email and web
- Self-care and EBPP (electronic bill presentment and payment) ensured secure web hosting and enabled generation of customized reports and analytics on customer data

Multiple processes that previously catered to bill formatting, presentment and distribution have been replaced with the CCM solution. Since it is a centralized deployment with powerful multiprocessing capabilities, it can independently serve all customer communication requirements.

Business benefits

Achieving strategic business objectives

- Huge reduction in storage and maintenance costs since multiple storage devices were obviated. Data integrity was ensured due to elimination of multiple applications
- AFP printing enabled insertion of customized marketing messages on customer bills. Thus ensuring flexible and easy response to market dynamics

Reduction in operational costs of invoice creation and delivery

- The CCM solution allows dynamic printing on color printers by supporting AFP format, which enabled reduction in 30% of the printing and stationery costs
- Suppression of bills with zero bill amounts and rollback of already generated invoices in case of deviations in customer bills results in saving redundant printing and distribution costs
- Easy change management through GUI tools means the change is implemented centrally across all distribution channels and circles
- GUI tools for template design provide cost-effective change management with fast turnaround times

Presenting bills in regional languages enabled the service provider to establish better connectivity with customers

- Batch-wise electronic sorting/merging of files and conditional grouping of sorted batches enables automation of sorting and distribution process, thus reducing dependency on manpower

Enhanced customer satisfaction

- Personalized customer communications through personalized layouts, messages (e.g., greetings on birthdays), promotional offers, etc., helped drive loyalty programs
- Presenting bills in regional languages enabled the TSP to establish better connectivity with customers
- Easy duplicate bill generation since bill was processed from a centralized location
- Call resolution by CSR executives is faster and effective since both had identical copies of bills
- Analytics on transaction data through the self-care portal helped enrich customer billing experience



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