

Case Study
UniServe™ | CCM

Leading Indian telecom carrier recreates customer experience with UniServe™

The customer is a leading GSM mobile services operator in India with over 62 million subscribers, operating under a single brand. It is a pan-India integrated GSM operator covering the entire telephony landscape of the country, and has NLD and ILD operations.

The company offers affordable and world-class mobile services to varied segments of mobile users. Be it high-end users or price sensitive consumers, the tariff plans are designed to suit every pocket. The company won the GSM Association Award for "Best Billing and Customer Care Solution" for two consecutive years. The company is listed on India's leading stock exchanges.



Complexity from multiple processes

Being the leading mobile carrier in India, the company had a large subscriber base spread across the vast Indian geography. As a result, managing customer communications across multiple output channels (white mail, email, SMS, Fax, etc) was proving to be tedious, expensive and time consuming. The existing application had individual processes, each of which had its own process paths and resources. This was leading to redundant data, and increased storage, manpower, and maintenance costs.

As a result, customer billing was decentralized across 20 circles, which resulted in the lack of design integrity which in turn affected the brand recall. Furthermore, India being a land of diverse cultures and languages, the challenge was to make the bills speak in the customer's local language. This resulted in the addition of one more process and dependency on the external print vendor to insert multi-lingual messages.

On the operations front, dispatch of the bills often resulted in snags since it involved manual sorting and distribution. With so many processes cutting through each other, managers had to face complex issues while generating reports on transaction and ARPU (average revenue per user). All these challenges were leading to huge opportunity costs since the value of customer information and analytics could not be extracted.

The company was desperately looking for a single solution that can handle their customer communications solution across the circles, from a centralized location.

The company is now able to deliver consistent billing experience across all communications channels backed by insightful customer analytics. This helped achieve customer centricity and improved customer satisfaction.

Intense's Solution

To automate the entire customer communications function and to unify all individual processes, the company selected Intense's enterprise customer communications management solution built on UniServe™ Platform. The process of implementing the solution began with a configurable adapter for the core billing application, which helped usher smooth change management. The next step was to unify the various processes to create a single process which catered to the respective modes of delivery.

The CCM solution helped achieve business process unification and eliminated cost-islands, bottlenecks, and inefficiencies by enabling rapid, end-to-end, multi-modal customer communications. The solution also made it possible to send their billing and transaction information to subscribers directly through various modes of communication. Moreover, the marketing team leveraged the solution's capabilities to unleash trans-promo communications across all the circles they operated in.

The company is now able to deliver consistent billing experience across all communication channels backed by insightful customer analytics. This helped them achieve customer centricity and improved customer satisfaction. This also enabled in creating, producing, and managing the delivery of personalized communications, which helped reinforce their brand as a company that provides quality service to its customers.

Innovative communications, improved relationships

- By adopting and enabling innovative means of customer communication, the CCM solution contributed to the company's aspirations of becoming the "innovative brand" of India.
- Advantage of innovative technology helped improve internal processes as well as enabled rich customer experiences.
- Advanced printing options led to faster, superior and consistent results
- Layering technology enabled customized templates for each of the customer segments
- Single, unified process ushered in centralization of information thus reducing storage costs

Empowered customers, enriched experiences

- The self-care module was able to take care of the customer queries with respect to their transactions, giving them a window to analyze and take advantage of the various benefits
- The solution empowered customers not just with a facility to view and analyze their transactions but also afforded them with many other intelligent features like personal address book, etc.
- Reduced dependency on contact center helped save costs on manpower

Insightful analytics, informed decisions

- Indexing customer information enabled generation of reports and analytics which helped gain insights into customer tastes and preferences
- Customer analytics helped in market research helping the company make informed decisions
- Reports helped several departments (IT, Marketing, Operations, etc) to sketch their roadmap and align their objectives.
- Enabled the management with the visibility to plan for future enhancements and upgrades

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