

Case Study  
UniServe™ | CCM

# UniServe™ modernizes bill presentation and effectively manages customer communications

Second largest mobile network operator of Bangladesh commenced operations in 1997 and provides strong network and seamless connectivity for more than 24 million people across Bangladesh.



## Enterprise Agility Challenges

Bill processing and presentation was managed by IT department which had to manually design the bill layout and change management was a challenge. The Telecom Service Provider has three types of LOBs (lines of business) - Retail (Individual and Corporate), Roaming (Individual and Corporate), Interconnect and Proxy Partners. Bills/invoices are generated based on the billing cycle and dispatched accordingly. However, with increasing customer base, the TSP was facing huge challenges of timely generating bills that are personalized and meet customer requirements of better presentation. Simultaneously, the challenge was also to reduce the cost of entire bill processing and delivery processes.

Listed below are some of the challenges:

- Existing systems at the TSP could generate bills only in PDF format which increased their costs of printing and distribution
- Wastage costs on paper because of the inability of the existing system to suppress zero bill amounts
- Inability of the existing system to effectively organize data onto the bill was leading to wastage of paper and printing resources
- Extra effort and cost were involved in inserting customized marketing messages and personalized messages on the customer bills

## Intense's Agile Solution

Intense's Customer communications management solution has document composition & distributed output management capability that captures data output from existing core enterprise applications with the help of pre-built adapters to enrich bill presentation with graphics, color, various fonts, barcodes or marketing messages, without having to make any modification to enterprise applications.

The Customer communications management solution replaced more than four applications for customer communication and template management thereby reducing costs on storage, paper and bill delivery.

### **GUI based application**

The CCM solution has an easy to use GUI designer with drag and drop tools to design bill layouts (templates), insert graphic objects, row/column objects, barcodes and many more objects. The entire bill layout design can be efficiently handled by any business user (Non-IT staff).

### **Various data formats**

The solution generates customers' bills in PS, PDF, HTML and XML format. Every bill generated is stored in the TSP's 's database in XML format to create a single source of truth of customer data. These formats are seamlessly integrated with existing enterprise applications (like CRM) and customer preferred channels of communication to generate print ready files, e-bills or presentment in self-care portals.

### **Hierarchy bills**

The CCM solution has the ability generate a corporate bill at multiple levels (e.g. corporate and employee level). It can generate a corporate summary level bill and individual (sub -level) employee bill and dispatch accordingly.

### **Unified platform**

The solution has effectively replaced SMS, e-mail, print and layout management applications. It takes data from the core applications and based on required format, dispatches the bill. It also tracks every communication sent to customer, irrespective of the channel of communication.

### **Agility Benefits**

Its major benefit lies in handling complex form designs, automated distribution and archiving information into databases for future retrieval, thus providing a uniform platform.

### **Reduced costs of generating and delivering bills**

The CCM solution replaced more than four applications hitherto involved in customer communication and template management, thereby reducing costs on storage, paper and bill delivery.

Suppress printing and GUI-based template designing features of the solution have reduced the number of average pages per customer bill and dependency on IT staff.

Support for advanced printing options such as duplex printing, tray switching, load balancing etc have helped in increasing the efficiency of the printing resources.

### **Faster response to market dynamics**

The CCM solution empowered the TSP by reducing the time-to-market of new promotional schemes and products. This was achieved by enabling the teams dynamically insert marketing messages based on customer profile and demographics.

### **Greater customer experience**

The solution provided a single template (with layering technology & business rules) for all communications sent to the customer. This provided a relevant and consistent Omni-channel experience.

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