

Case Study  
UniServe™ | CCM

# Improved and cost-effective customer communications at an Indian Telecom Service Provider

Indian broadband and telecommunications service provider which is a part of one of the India's biggest conglomerate with an investment of over INR 9,000 Crore (US\$2 billion) in this segment serves over 36 million customers in over 3,20,000 towns and villages. Known for its world-class infrastructure and user-friendly services in 22 circles, the has an ambitious rollout plan, both in existing circles and across new circles..

Intense's Customer Communication Management solution built on UniServe™ Platform has been seamlessly dovetailed with the core billing applications for efficient processing of bills.



## Challenges from customer communications processes

Owing to its large and geographically spread customer base, an extended service mix, customer bill presentment, printing and distribution at the TSP had become very rigid, demanding and expensive. Increased competition led to customer churn; and as a result personalized and efficient customer communication was becoming a critical factor.

Some of the aspects that the legacy system could not cater to the demands of customer communication were:

- **Change management:** Unavailability of GUI (Graphical User Interface)-based change management tools for incorporating design changes in bill layouts posed a huge challenges in terms of time, skill and coding effort on the operations.
- **Cost-effective printing:** The legacy system could not support advanced printing options like remote printing, load balancing, multiplex printing, reverse printing, etc. This translated into higher printing costs.
- **Efficient distribution:** Bills were manually sorted and sent for distribution since electronic bill sorting was not possible in the legacy system, resulting in inaccurate distribution in addition to higher manpower costs.
- **Duplicate bill generation and distribution:** Duplicate bill generation was running into a minimum of 6-7 days. Moreover, these duplicate bills were not identical with that of original.

... The TSP is now able to annually save about Rs.12.1 million on printing costs alone!

- **Efficient CSR (Customer Service Representative) response:** CSR representatives were unable to effectively answer customer queries related to bills (60% of the calls were billing-related) as they did not have access to bills identical to the customer bill copy.
- **Generation of bills in regional languages:** Greater customer satisfaction levels demanded personalized customer communications and bill generation in regional language.
- **Catering to changing market dynamics:** Pre-printed stationery was used extensively. Therefore, in response to market dynamics, when a new marketing message was needed to be inserted, new pre-printed stationery with the relevant marketing message was needed.

### Customer Communication Management solution at Work

The solution provided the TSP with a unified remedy that seamlessly integrated with the existing core billing application and other databases to present current and correct information on the bills.

- Its data manager enabled rich designs and layouts using GUI tools, insertion of personalized messages and promotional offers based on business rules, and generation of bills in regional languages.
- It ensured automated delivery of identical copies of invoices through multiple distribution channels like snail-mail, Fax, e-mail and Web hosting.

### Business benefits

#### Reduced costs on storage hardware and bill distribution

- The table objects and sectioning features, coupled with support for load balancing, reverse printing and duplex printing, helped it in cutting paper costs by up to 30% without compromising on presentation, style, legibility or visual impact. As a result, the TSP is now able to annually save about Rs.12.1 million on printing costs alone!
- Reduced dependency on manpower to sort bills (according to various criteria like sorting bills according to Post code and sorting bills of new subscribers for inserting welcome letters) resulted in lowering of distribution costs.
- The solution created a central repository of PDF files, which can be accessed by CRM (Customer Relationship Management), self-care, and other users. It obviated data duplication and, thus resulted in a reduction in storage costs.

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#### **Cost-effective and efficient change management**

- The GUI-enabled interface has provided the TSP with flexible change management tools for designing different bill layouts for high-value customers. Moreover, it is now able to promote customized schemes to different customer segments and insert barcodes/images without having to do any coding
- As the solution eliminated the need for multiple instances of formatting applications at various circles, changes in the design of the bill are effected simultaneously across circles and across all distribution channels

#### **Tangible improvements in customer service**

- The provider is now able to connect to customers in a better way. Now, it builds brand equity by dynamically inserting personalized honorifics/greetings in regional languages on special occasion like festivals, birthdays and anniversaries
- Availability of duplicate bills that are replicas of the originals immediately on demand by customers has enhanced the corporate image of the TSP
- Customer service representatives can now access PDF copies of bills from the central repository to efficiently answer customer queries relating to the bills



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