

Case Study UniServe™ | CCM

Customer Communication Management solution for Business Agility

This telecom service provider is part of one of the largest mobile telecommunications companies in the world, with over 114 million customers worldwide as of September 2015. They aim to be the communications leader of choice, and are committed to providing an excellent customer experience and service. They offer customers a portfolio of products and services tailored to suit business and personal needs, giving the customer simple and easy to understand tariff plans, value for money and provide the highest standards of network quality, coverage and service.



Barriers to becoming agile

- This telecom's template management systems had coding dependencies, making change management time consuming
- Due to absence of a unified communications platform, this telecom did not have proper reconciliation
- Generation of duplicate bills was time consuming, since it needed to be regenerated by the billing system

Intense' agile solution

Our Customer Communication Management solution built on UniServe™ Platform 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.

GUI based application

The solution has an easy to use GUI designer with drag and drop tools, graphic objects, row/column objects, barcodes and many more objects for designing the bill, which can be efficiently handled by any business users (Non-IT staff).

Customized communications

The solution allows business users to generate personalized bills based on business rules and conditions. The input files from billing systems are stored for generation of the bill again and sent if end customer raises a request through CSR or telecom outlets.

The Customer Communication Management solution replaced applications for bill formatting and template management thereby reducing duplicate bill generation and change management time.

Various formats of communications

The Customer Communication Management solution takes inputs from various enterprise applications in XML format to generate bill in PDF format. Further, the bill is sent through print or email or both channels based on customer preference. Group printing of bills can also be done based on preferences and business rules.

System integration

The solution integrates with external systems like SMTP servers with plug-ins to send bills through email. It also provides web services integrations for CRM & telecom outlets for on-demand generation of duplicate bill.

Unicode feature

It allows business users to copy text in English or Arabic of a script/dictionary and paste it dynamically on bills.

On-demand new bill generation

If the end customers find inconsistencies in their bill, this telecom can erase the saved bill data and generate an original bill. This functionality can be used by CSR, Telecom outlets and other customer facing users.

Agility benefits

Its major benefit lies in handling complex form designs, voluminous report processing, and distribution via e-mail, print, and also in its ability to store XML files into databases for future retrieval.

Reduced time for customer communication

The solution replaced applications for bill formatting and template management thereby reducing duplicate bill generation and change management time.

Reducing storage costs

It stores the input files from enterprise core applications instead of the final generated bill (PDF) thereby reducing storage costs.

Faster response to market dynamics

Our solution empowered the telecom by reducing the time-to-market of new promotional schemes and products. This was achieved by enabling the teams to dynamically insert marketing messages based on business rules.

Greater customer experience

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



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