

Case Study

UniServe™ | B2B CEM

How B2B Customer Experience Management solution delivers customer experience and faster revenue realization

The first telecommunications company in Oman has offered a full spectrum of telecommunications solutions to the people and businesses of Oman since the dawn of the nation's Renaissance in 1970. Over the years, as pioneering telecommunications suppliers, the Telecom Service Provider endeavored to connect even the most remote communities to each other and to the rest of the world.

Enterprise customers constitute a major source of revenue for the TSP and the organization had a clear objective of enhancing customer experience across all customer segments. Enterprise customers were facing challenges, as they were unable to comprehend transaction patterns with respect to organizational hierarchies, longer TATs for resolving service issues, and making timely payments to avoid penalties.

The logo for UniServe, featuring the word "UniServe" in a blue sans-serif font with a trademark symbol (TM) to the upper right of the "e".

Operational challenges

The following were impeding comprehensive and consolidated customer communications to enterprise customers:

- Disparate billing systems operating in silos for every Line of Business made it difficult to provide consolidated statements
- Unavailability of an online portal that corporate users can use to organize and analyze their transaction patterns
- Reports on past expenditure and current spend patterns are not available to enable enterprise customers to allocate budgets based on usage
- Payment alerts and reminders were not sent regularly and online payment process was tedious

About our solution

Intense's B2B Customer experience management solution gives a 360 degree view of transactions that empowers enterprise customers to get a grip on telecom invoice management. Built on UniServe™ platform, the solution is a comprehensive web portal through which corporate customers can create cost centers based on their organizational structure, assign users to each cost center and analyze spend patterns. Users can define budgets and make budget Vs spend analysis.

As a result of exclusive self-service portal with advanced analytics ability the TSP was able to improve revenue realization cycles by 15% and 20% reduction in customer complaints / queries related to bills

Functionalities

- Integration with payment gateway to enable online payments
- Account managers of large enterprise customers can view and analyze transaction & spend patterns and suggest new rate plans
- Summary and itemized bill details for every sub account are made available to authorized users
- Personalized address book to distinguish official and personal calls can be maintained for each sub account
- The solution provided the capability to generate ad-hoc reports to analyze transaction patterns
- Alerts and reminders for bill payments can be configured
- The portal is integrated with trouble ticketing application empowering users to raise and track service requests online

Benefits

Enhanced customer experience:

- Enterprise customers now have the liberty of viewing information pertaining to various LOBs like GSM, fixed line, internet etc at once place and make consolidated payments
- The organization has empowered the enterprise customers to take centralized control of their mobile expenditure across various locations. The entire telecom invoice management process is streamlined by reducing dependency on back-office executives to analyze bill information.
- Easy to use interface, personalized address book, advanced analytics on customer usage patterns, ability to define and track budgets for cost centers and register and track service requests are some of the unique functionalities that have improved customer advocacy.



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