

Case Study
UniServe™ | CIM

India's third largest mobile operator implements Customer identity management solution for single view of customers

The Telecom Service Provider has a network of over 100,000 2G and 3G cell sites, spread across over 55,000 towns in India, with revenue in excess of \$4 billion; revenue market share of nearly 15%; and subscriber base of over 191 million as on 31st Dec 2016.



Challenges

To identify customers having multiple connections within and across Lines of Business

- Adherence to regulatory requirements of customer identity management
- Consistency in customer data across applications
- To bring down redundancy of storing customer information

Solution

Intense's robust Customer identity management solution built on UniServe™ platform is currently being used in the service provider's Prepaid and Postpaid Lines of Business catering to about 3.5-4 lakh online de-dupe requests per day from across 22 circles.

Our Customer identity management solution enabled the TSP to perform Online (one to many customer records)/Real-time matching, and Offline (many to many customer records) matching, thereby identifying all possible duplicate/multiple records of customers.

Key Functionalities

- Data Standardization: Standardization includes correcting and removing unwanted (example special characters) data in tune with business requirements
- Matching Rules and Weightages: De-dupe process on the given database with weightages assigned as required is performed. (eg: Name = 85%, Father's Name=85%, Date Of Birth= 90% and Address=65%).
- Cluster Formation Cluster Analysis: Clusters or groups of similar data based on the matching template are formed and once the clusters are formed, they are analyzed

De-duplication solution takes into account various parameters like name, address, fathers name etc, to match customer records. Different weightage can be given to these parameters to ensure appropriate results

- Re-Run Clusters with Various Strengths: Cluster formation and cluster analysis is done again with varied strengths and weightages to the various fields.
- Integration with CRM: To synchronize customer churn and information related to customer data update
- De-duplication Closure: De-duplication process is performed once the clusters are formed
- Reports and alerts: Management Information Systems reports on de-duplication (churn, incremental and bulk connection reports) and operational alerts on pending jobs

Benefits

- Compliance to de-duplication regulations.
- Single view of customer resulting in greater customer experience
- Reduced storage costs
- 100% compliance to Telecom Enforcement, Resource and Monitoring (TERM) Cell and TRAI regulations of data de-duplication
- Single view of customers across Lines of Business leading to targeted communication and greater user experience
- Consolidated communication of multiple subscriptions across Lines of Business
- Reduced costs and improved operational efficiencies of customer communications
- Loyalty management programs based on single view of the customer
- Management Information System reports of customer subscriptions within and across Lines of Business



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