

Case Study  
UniServe™ | CIM

# Telecom Service Provider implements Customer Identity Management solution for single view of customers

Indian telecom service provider with more than 10 million wireless subscribers, listed 36th on the 50 most trusted service brands in India launched its operations in the year 2008. This TSP is a subsidiary of the Russian mobile operator and is the ninth-largest mobile operator in the country with 4.9 million subscribers as of March 2017.



## Challenges

Fast growth of subscriber base is leading to many data challenges. Misidentified records and unrecognized relationships impose unnecessary inventory expenses, missed sales opportunities, and off-target customer communications.

- Establishing existing subscriptions of the customer before activating new connections
- Overcoming the hurdles of missing, conflicting, corrupted information and data entry errors to match customer information
- Inability to identify single customer having multiple connections to arrive at a holistic “customer view” across the organization
- Unavailability of persistent, sharable and trusted version of customer data to downstream applications
- Redundancy of data as customer information is stored at multiple locations

## Solution

Intense’s Customer identity management solution built on UniServe™ platform performs the process of establishing the customer’s identity across existing customer database. Online de-dupe check is done prior to onboarding customers to enable efficient compliance to regulations. Single view of the customer is created by generating unique ID across multiple connections within and across Lines of Business. Following is the scope of our solution:

### Key Functionalities

- Intelligent data manager to integrate with various databases and application containing customer information
- Data cleansing, standardization and validation to ensure consistency of customer information

Customer records are checked with the NDNC (National Do Not Call registry) list to ensure connections are not given to blacklisted profiles

- Online de-duplication to establish existing connections; successful de-dupe check results in a trigger being sent to CRM for service activation otherwise the application is rejected and the distributor is informed.
- Online De-dupe is performed on the critical fields like Name, Father's Name, Date of Birth, Address and City for all the customers.
- Customer records are checked with the NDNC (National Do Not Call registry) list to ensure connections are not given to blacklisted profiles
- Offline De-dupe process, where a batch file of customer is de-duped against the customer database at regular intervals throughout the month to create unique IDs of customers having multiple connections

### Benefits

- 100% compliance to Telecom Enforcement, Resource and Monitoring (TERM) Cell and TRAI regulations of data deduplication
- Single view of customers across LoBs resulting in 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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