

Case Study

UniServe™ | Pre-bill audit

A leading Indian telecom company installs Pre-bill audit system to contain customer discontent, caused by erroneous billing

This leading Indian telecom company, with operations all over India (divided into 22 different geographical telecom circles), has been a market leader for years in the fixed wireless telephony segments, serving over 10 million post-paid customers in more than 410,000 towns and villages across the country.

UniServe™

**Arrested a
revenue
leakage of
500K USD in
the first
3 months**

Challenges

Given TRAI's (Telecom Regulatory Authority of India) stringent guidelines for auditing bills to ensure accuracy, the telecom company faced the following challenges:

- Inadequate sampling during the pre-bill audit - only 0.57% of entire base was audited
- Dependency on domain experts, being both expensive and time consuming
- 48-hr deadline for the RA team to complete the pre-bill audit
- Managing / identifying typical disconnects between Marketing, IT and Billing processes, leading to unwanted / unforeseen billing errors

Factors that influenced automating the manual audit process

- Desire to contain customer discontent from billing errors
- Need to audit a larger sample size of bills across all lines of business and bill plans
- Need to identify over / under-billing issues to avoid revenue leakage within a 48-hour time constraint
- Need for stringent compliance to regulatory guidelines on billing accuracy
- Non-availability of system to identify issues in bill plans implemented in the Production system
- Unavailability of reports on wrongly configured bill plans

Expectations from the automated pre-bill audit system

- Improving the overall efficiency of the pre-bill audit and the Revenue Assurance Team

At the said implementation, our solution identified revenue leakage to the tune of 0.04% month-on-month in a span of 5 months, among a sample of 500,000 subscribers, caused by incorrect applying of discounts

- Larger sample size for pre-bill audit (almost 100%), thereby improving the accuracy of bills across the board
- Improving receivables by eliminating disputes on bills
- Achieving consistent turn-around time for bill-runs, cycle after cycle, improving customer satisfaction and reducing churn
- Improving turn-around time for issue resolution through reports on mismatch data

Solution

Intense equipped the telecom company with a GUI-driven, configurable pre-bill audit system to:

- Automate the pre-bill audit process &
- Ensure that the bill plans were always configured accurately

Plan Configuration Assurance

- Facilitates smoother pre-bill audit by helping users identify errors in Plan configurations as soon as the plans are launched
- Two step validation of Plan configurations through a business process, ensures greater accuracy in Plan validation

Bill Run Assurance

- Template based configurable rules engine to validate almost all the bill-entities highlighted below, covering all the charging and discounting scenarios across subscribers and accounts
- Configurable look-up engine for multiple data sources
- Support for virtual template – Single template catering to multiple Lines of Business with identical functional behavior but different data sources
- Template driven configurable GUI for output structure definition and generation in CSV or indexing to database
- Vertical & horizontal scalability

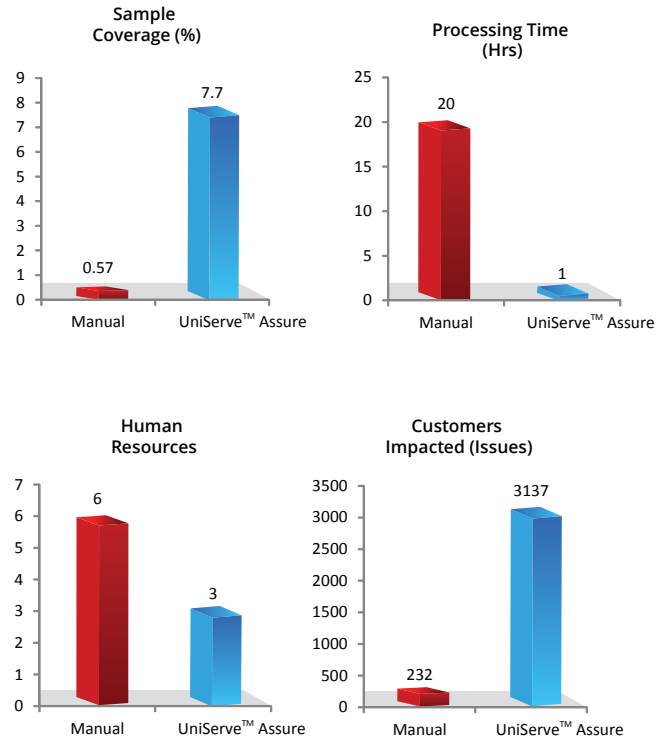
Bill Entities/Scenarios validated

Sl. No.	Validation	No Of Scenarios Tested
1	Rentals	119
2	One time charges	6
3	Account Number	1
4	Bill Date	1
5	Bill period	1
6	Due Date	1
7	Previous Balance	1
8	Payments	1
9	Adjustments	1
10	Taxation	3
11	Tariff Plan	1
12	Discounts	10
13	Current Charges	1
14	Total Amt Due	1
Total		148

In a separate instance, the Pre-bill audit solution detected 2000 + cases of excess discount, within a span of five months

Performance Statistics of Pre-bill audit solution

- 10 million post-paid customer base across two lines of business
- Around 20,000 accounts validated per bill cycle across 18 bill-cycles month-on-month



Benefits

- Automated the pre-bill audit by considering 100% subscriber base - No limitation on the pre-bill audit sample
- Reduced Bill Audit turnaround time (TAT) consistently; Helped contain over / under-billing issues
- Improved customer satisfaction & loyalty
- Improved collections as a result of undisputed bills
- Helped avoiding penalties imposed by consumer forums and/or industry / regulatory bodies
- Minimized dependency on skilled manpower; Reduced costs incurred in disputes / litigation



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