

SERVICES UMBRELLA

BUSINESS PROCESS MANAGEMENT

BPM strategy and jumpstart, BPM analysis, BPM implementation and BPM optimization

Custom Application Development

Solution and Platform development, Legacy transformation and migration, Enterprise Application Integration (EAI)

Microsoft Services

Enterprise portals (Sharepoint Server), Migration Service

ERP Implementation- Infor Bann

Financial Management, Asset management, CRM, SCM, Open SOA

SYNOPSIS

Client MTNL (New Delhi & Mumbai)

Problem Statement

- Customer care were restricted to call center which had limited knowledge band-width
- Lack of any CRM system to provide an interface between the organization and customer base of 15.13 Million customer base using their landline, wireless, CDMA, Broadband and internet services
- Long waiting time to request for new connection, complex paper work and changing telephone plans
- Lack of any e-payment facility
- Lack of real time updates of payments

Solution Highlights

- Secured by digital signatures, which also allows customers to fill in request forms online and not wait in long ques.
- Customers can now check the status on their payments, discounts, new offers, usage and change subscription services
- E-payment gateway enabled to make payments via credit cards . Third party payment gateways can also be plug-in with the portal for customers convenience
- Real time update of the payment in the database
- Call centre integration helps to improve customer satisfaction
- Escalation report to the Top Management for better report handling



Digital Signature Enabled Telecom Self Care Portal

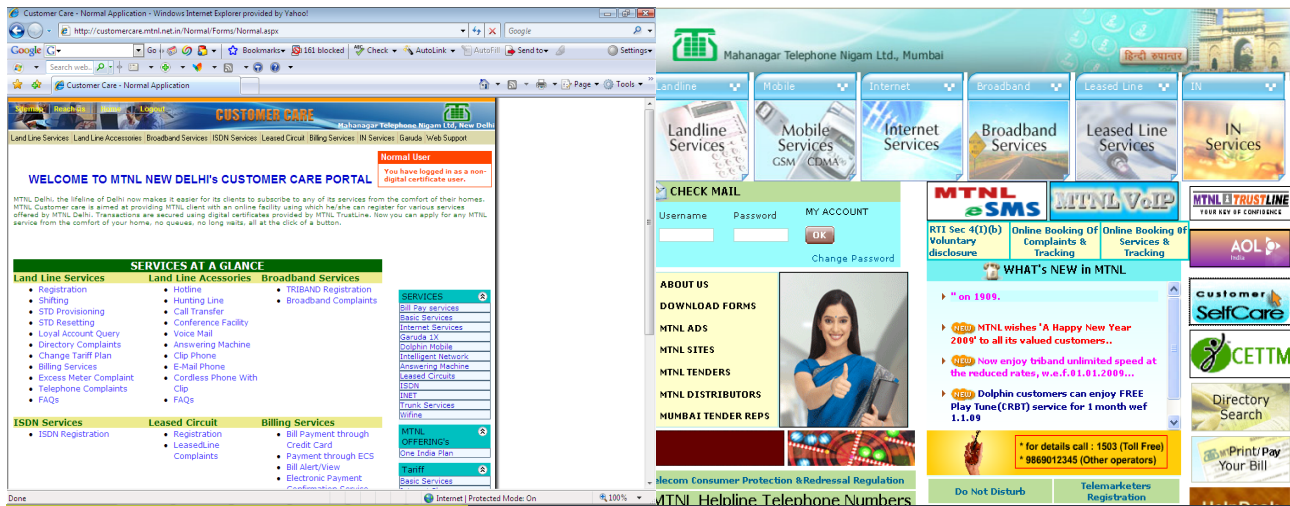
Self Service Portals are becoming compelling option for customers today. Increased competition has lead to more choices available to the customers at lower prices prompting demand for enhanced customer experience. High rate of customer churn has forced CSPs to rethink their customer service strategy and align their resources with programs that will help them improve customer loyalty and acquire new customers. These business imperatives have triggered an increased demand for world-class CRM service providers having deep domain expertise and proven track record to ensure faster delivery.

How We Helped?

MTNL (Delhi & Mumbai) wanted to provide an digital certificate enabled online self-service customer portal to enable new, personalized services, while simultaneously reducing the burden on its call centers. Using the Microsoft .NET platform, COMM-IT developed an online portal for MTNL in three months—on time and under budget.

MTNL's Self care online portal runs on Microsoft .NET Enterprise Servers. The portal also employs COMM-IT's architecture framework for building .NET applications. One immediate business benefit: our framework enabled quick and easy personalization for the portal, automatically offering services based on individual customer details and interests, such as special offers and news bulletins.

Another innovative element of the solution was COMM-IT's use of XML-based Web services and Simple Object Access Protocol (SOAP) to integrate MTNL's back-end systems and corporate middleware. Web services and SOAP are rapidly gaining recognition as one of the fastest and most economical ways to tie together legacy systems on disparate platforms. Further, the COMM-IT solution will make it possible to exploit Web services for external integration with partners-SOAP "calls" to and from partner web-sites will allow data and even complete applications to be transparently exchanged.



SYNOPSIS

Technical Environment:

- Microsoft .NET Framework 2.0
- Microsoft SQL 2005 RDBMs
- Microsoft Windows Server 2003
- Microsoft IIS Server 6.0
- Microsoft ISA Server 2006
- Workflow Engine

Key Wins:

- Approx. 5 million users access this portal every month
- MTNL earns revenues over 45 Million (INR) every month from this portal via subscriber billing from this portal
- Addition revenues come from third party bill payment portals developed around this self care portal
- Faster response time to customers complaints

Telecom Clients



MTNL LTD.



**BHARAT SANCHAR
NIGAM LIMITED**

Key Features:

- **Self Provisioning (Internet Module):** This comprise of the Internet Portal which orchestrates all the services offered by MTNL online. The customer would be able to perform all the transaction online via Internet. Since the system is integrated with the MTNL customer database, any transaction carried out would be directly registered into the MTNL customer database
- **Digital Identity:** the system provides an option for the online user to use MTNL's digital certificate for signing their online transactions. This gives a legal validity and establishes remote identity of user and hence all these transaction can directly be commissioned in the MTNL customer database.
- **Workflow Management:** a customized workflow (as per requirement of MTNL) has been implemented allowing for any transaction to be routed to the right locations. All the transactions are integrated with the internal workflow of MTNL which are being followed for service commission and also for handling all the post connections requests.
- **Alerts/Notification:** The concerned customers as well as the internal staff are informed about the registration and work order generation through automatic e-mail. The status of work orders completion will be conveyed similarly. The system also has internal workflow e-mail generation mechanism for notifying concerned officers.
- **E-Commerce:** the portal has been completely made e-commerce enabled. Under this the user will have the option of making payments online via credit cards. This would enable complete automation as after making payment the service can be commissioned instantly.
- **Call Center Integration:** the call center integration of all the online request help MTNL to track and ensure that all the requests made by customer is being addressed and all the complaints are expedited
- **Web Enabled Back-End Support System:** The web enabled back-end support system provides a Web based interface for monitoring and tracking all the transaction made by customer over Internet. This is extended over local LAN/WAN using HTTP protocol