



A UK BASED TELECOM SERVICE PROVIDER **ENVISIONS PROCESS IMPROVEMENTS** IN A REPAIRS BILLING CAMPAIGN AND **GENERATES REVENUES** OVER **USD 14MN** WITH HELP FROM HCL'S SOLUTION



CASE STUDY

ABOUT THE CLIENT

The client is UK's largest telecom service provider specializing in services like PSTN, Broadband, VOIP and Leased lines. With \$ 40.15 Billion in revenues, the client has 106,200 employees, over 20 million customers and around 8 million business clients.

BUSINESS CHALLENGES

The client possesses a wide geographic spread with a large customer base, and was looking to establish a single-point of contact to improve the order follow-up mechanism, reduce the order processing time and the number of cancelled orders. The client also wanted to ensure efficient customer service within the stipulated timeframe.

HCL SOLUTION - INTEGRATED AND UNIFIED SERVICE FRAMEWORK

- Our solution provided a single touch point for the client's sales team and facilitated efficient processing of orders
- The blended campaign dealt with the processing and provisioning of customer orders. Upon receiving the customer order from the client sales, our advisor checked order requirements and processed the order
- In case of discrepancies, the advisor obtained the clearance from sales for provisioning. After assigning a job number the advisor closed the order and informed the customer about the job number
- The client had various market segments such as residential customers, business direct channels, service provider group, local businesses, enterprises, corporates, wholesale and government channels. We deployed different order provisioning helpdesks of varying complexities depending upon the market segments handled
- We also instituted a separate 'Jeopardy Management' team for correcting orders that could adversely impact product requirements and manage end-customer dates

BENEFITS WITH HCL'S DIFFERENTIATED OFFERINGS

- We helped in providing a single-point contact for both the customer and the sales team - reducing the order processing time and ensured efficient customer service
- Our solution delivered 30% reduction in the number of cancelled orders
- The Order failure rate was also drastically reduced and was continuously maintained at a low level of less than 5%



To know more, Contact us at bpobusinessmarketing@hcl.com



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