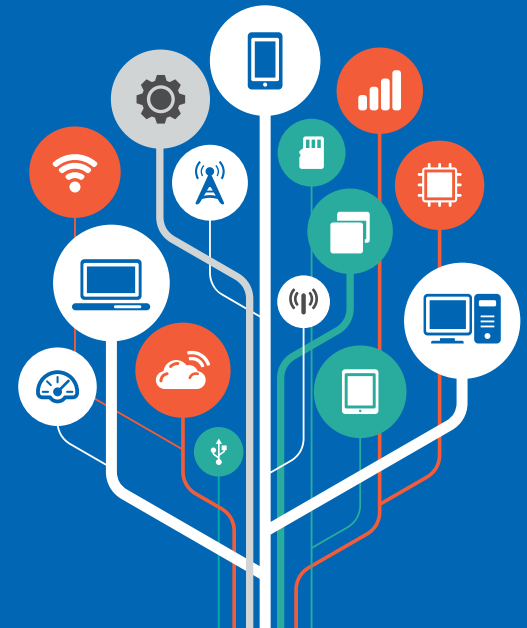


MANAGING THE **END-TO-END** CUSTOMER JOURNEY FOR A LEADING EUROPEAN TELECOM AND INTERNET SERVICE PROVIDER

HCL DELIVERS CUSTOMER LIFECYCLE MANAGEMENT SERVICES, SAVING €1.2 MN FOR THE CLIENT



THE CUSTOMER

An Ireland based telecom and ISP giant. HCL began the engagement with the client in 2011 with 200 resources. Currently, the engagement has scaled up to 1300 resources, with a multi-fold increase in the number of processes handled.

BUSINESS NEED / CHALLENGES

The client was looking for a partner to assist them in handling the customer interaction process. The primary requirement was improving services (order management, campaign management, customer lifecycle) while reducing expenses. There was a manpower re-badging involved in the project. The ideal partner was to draw a roadmap of expansion, and had efficiency improvement requirements to fulfil.

HCL SOLUTION

HCL now provides end-to-end customer lifecycle management for the client, and runs this management process across the client's product lines (including line telephony, DSL, fiber broadband, IPTV, mobile pre-pay, mobile bill-pay, mobile broadband services) for both the consumer and business markets in Ireland.

HCL's end-to-end customer lifecycle management services include:

- **Campaign Management:** Campaign analysis, Lead generation support
- **Order Management:** Appointment booking, Order Tracking, Order Fulfilment Support
- **Order Provisioning Support:** Services Testing, Configurations & Settings,
- **Technical Support:** Engineer Visit Requests, Equipment delivery requests
- **Sales:** Inbound / Outbound Sales, Cross Selling / Upselling , Contract extensions
- **Customer Services:** Billing enquiries, Directory Enquiries, Upgrade/ Add-On

BUSINESS BENEFITS

HCL's comprehensive support has enabled the customer to achieve the following benefits:

- Cost benefit of over EUR 1.2Mn
- HCL had driven 100,000+ re-contracts for the client within the first 9 months
- PSTN in-contract rate improved from 6% to 36% within 20 months
- Broadband in-contract rate improved massively to 72.5% within 20 months
- Influenced Average Revenue per User metric to the tune of \$1B+ by re-contracting efforts
- Influenced 4.7 million pre to post-paid migrations by HCL processes

Please write to contact.bserv@hcl.com to know more



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