

SUCCESS STORY

Leading Telecom Service Provider Transforms its Business Operations with CCM Software

OVERVIEW

The customer is one of the leading Telecom Service Provider (TSP) that offers mobile, broadband, telephone and enterprise services across the globe. The company is committed in providing superior and highly engaging customer experiences. They offer wide range of services dovetailed to suit their customer's needs.

Solution Delivered

In order to automate the entire customer communication process, TSP chose FCI. With a unified approach in the entire communication process, FCI reduced business costs, data redundancies, operational bottlenecks & other inefficiencies by enabling end-to-end processing and bi-directional customer communications. The organization now seamlessly delivers interactive bills backed with meaningful insights and has strengthened its brand image by providing consistency in communications.

Other benefits delivered by FCI's team were:

- Self-service Communication Capabilities
- True Omnichannel Digital Experience
- Secured Customer Communications on Cloud
- Increased Agility and Reduced Compliant Risk
- Communications as per Customer's Delivery Preferences

NEED STATE

Managing customer interactions on multiple channels was an expensive, time-consuming and an extensive affair. Also, the existing systems had different processes, each of which had its own functionalities & resources. This led to redundancy in data management, siloed processes and higher cost maintenance. As a result of expansion and rapid growth in customer base, the organization was in search for an agile, scalable, and a one-stop-solution that could cater to all its communication needs.

The subsequent challenges faced by the organization were:

- 1 Engaging customers while sending Bills & Invoices, reminders etc.
- 2 Reducing departmental silos and reliance on IT
- 3 Creating opportunities via marketing messages in customer communications
- 4 Delivering communications at power with sizable enterprises
- 5 Generating duplicate bills



60-70%

Reduction in printing and stationary cost





10-15%

Improvement in Customer Satisfaction / Net Promoter Score

20-25%


Increase in Cost Savings per year

RESULTS ACHIEVED

-  The CCM software allowed dynamic printing on color printers by supporting AFP format and enabled the TSP to include custom marketing messages on bills and monthly statements.
-  The self-service model provided customers with the option to deal with the queries related to billing, service requests, payment reminders, etc., thus empowering them with enriched experiences.
-  CCM Software centralized the customer data and provided a more unified approach which resulted in storage cost reduction and improved relations with the customers.
-  Interactive statements delivered by FCI provided customers with meaningful insights which helped them in taking informed decisions.



ABOUT FCI



FCI is revolutionizing the customer communications for its clients who are in the consumer-facing business by delivering amazing digital experiences to their customers with the help of dynamic, interactive and highly personalized communications. FCI help organizations improve operational efficiency, support regulatory compliance, and drive business growth via its customer communication management solutions and services.

To see FCI in action, please click the button below:

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