6D Technologies
Smart *Ideas,* Delivered

Digitizing the User Experience for a Leading Operator in Indonesia

Overview

In line with the vision of becoming a leading digital telecom company in the market, the operator planned to launch digital lifestyle applications in the market where they needed to launch a parallel digital brand in the market which attracts youth with demographic age 15-30 years. With this goal, a digital brand was launched that offers customers the leverage to be able to choose what they want according to their needs, preferences, and aspirations, and not segment users by the internet quota packages, and the like.

Client

The client is one of the biggest operators in the Indonesian market with 4G population coverage crossing almost 90 percent, with the objective to become the leading digital service provider in the region.

Challenges

Being a renowned telco in Indonesia with over 63 million subscribers, the client provided a range of high quality, trusted mobile products and plans to all Indonesian consumers. However, due to various factors such as product perception, complexity, and accessibility, its share of the 12-25-year-old market segment remained relatively weak. To overcome this, they needed-

- To be relevant to a digital-native generation with the second brand without overshadowing the first brand.

- To launch the brand with faster go-to-market time, to be able to cater to the "right now" generation.

Solution

The client adopted the "digital-first" approach, deploying 6D Technologies' Digital BSS solution, a complete digital platform for mobile subscribers, with complete digital journeys for customers, like self-provisioning, self-onboarding through self-care, providing the couch-to-corridor journey, and much more.

The solution enabled the operator to -

- Partner with customers to build and launch segment-specific sub-brand.

- Deploy a complex end-to-end BSS centered around digital customer journeys with minimal integration to the legacy system and the partner's BSS stack.

- Complete digital experience via a mobile application.

Billing and Invoicing:

An end-to-end Billing and Invoicing module was deployed with key capabilities such as Customer Billing Account Management, Multi-level Hierarchy Management, and Multiple Billing Cycles that can be configured in the system. Electronic Bill Payment and Presentation generated customized invoices and enabled online payments. Customers were empowered to make bill payments via multiple modes features like a promise to pay and safe custody.

Customer Management System:

The CRM allowed Multi-channel Customer Acquisition across the market with Contract and Document Management for Retail, Individual, and Enterprise customers. By implementing a successful CRM the client was equipped with Customer Profile Management for its subscribers and Enterprise customers while the Customer Care portal is provided for complete customer journey management.

Commercial Order Management:

Commercial Order Management created a process of ordering, tracking, and satisfying customer orders. The processes started with customers' order placement to its delivery. The tool is responsible for all aspects of the client's order processing. Working with all areas of the business ensures:

- Order Decomposition

- Order Enrichment

- Order Distribution

- Order Tracking and Lifecycle Management

Systematic workflows are defined using BPMN Tool. Orders are distributed or routed based on pre-defined orchestration workflows.

Service Order Manager:

Service Order Management (SOM) oversees the end-to-end lifecycle of a service request. This includes validating service availability as well as the service order request based on the input parameters. Other functionalities of the module include Order Decomposition, Dynamic Service Workflow creation, Service Order tracking, and orchestrating various processes.

Unified Product Catalog:

Unified Product Catalog provides key capabilities for the user like a single unified view of all products (Devices, Services, Plans) across multiple customer types for the offerings. It helps to bundle multiple products and services with product pricing capability by displaying the offers, discounts, and promotions that are attached to the product. It supports Product Eligibility Rules based on Customer Profiles as well as dependency/prohibition rules between products. The tool supports Workflow Approval through product lifecycle management and dispenses product versioning that reuses the existing product configuration to be more reactive.

- ## Partner Relationship Management:

  The PRM (Partner Relationship Management) suite facilitates a single point to manage the partner's data/settlement activities and generate invoices as per the frequency set for an individual partner, based on the received usage records from the mediation system. It helps the client with sales management while effectively administering the activities around it.

- ## Billing Mediation:

  The Billing Mediation system collected CDRs from multiple data sources to decode, validate and group based on certain parameters, formatted, converted to .txt extension, encoded, and distributed. The Mediation module also handled CDR Error Handling, Filtering, and Routing for the user.

- ## Subscription Management:

  The solution helps the client to handle customers' lifecycle through operations from the beginning to the end till subscription cancellation. Subscription management enabled the client to provide centralized subscription management to manage the subscriptions across all third-party content management systems.

- ## Number Management:

  Number Management is a solution that allows the management of SIM and resources for telecom providers. Number Management provided the below key capabilities:

  - Number Generation

  - Number Categorization

  - Number Lifecycle Management

- ## Case Management:

  Case Management provides a comprehensive method of generating and collecting cases from a customer. This module allows points to be collected through multiple channels which are assisted or unassisted and assigned to products, services, and skills through the case collection and assignment workflow.

- ## Self-Care Management:

  The digital Self-care solution fulfilled the operator's strategy for customer self-service by providing 360-degree control in the hands of the customer along with hooks for personalization in services. It enhanced the interaction, stickiness, and trust of the customer in the brand along with the reduction in operational costs at the contact centers and other high touch-based customer touch points.

- ## Provisioning Gateway:

  The Gateway provided a bridge between the internal service of the client and an external app. The module activated and provisioned the services in the required nodes of the client's network elements for the corresponding services. It was used for mobile services provisioning.

- ## Business Reporting:

  The platform helped the user generate valuable insights into different areas of the business to analyze their performance. This tool enabled the client to gather data to provide a deeper understanding of the business itself. The Reporting platform was highly customized to enable modification of the existing reports by matching the business requirements to create new reports on the platform.

Results

The digital lifestyle telco brand was successfully deployed, which was introduced as the second brand by the operator, that focuses on seamless digital experiences. Going beyond the telco, helped them raise the bar with an over-to-the-top solution provider.

- A fully digitized solution to support the new brand, with an innovative approach for building, managing, and nurturing the digital brand.

- Use of advanced concepts like multi-dimensional analytics to derive brand penetration provided real-time updates.

- The solution assists the client in adopting digital sales channels with contextual offers to attract new subscribers with rapid time to market.

- Empowered their customers in building sound digital strategies with the ability to suggest partnerships and ecosystems.

- A scalable and futureproof solution to meet the growing demands of the customers and subscribers.

- Faster time to market, aggressive delivery, and launch timeline.

- Ongoing, all-digital subscriber engagement journey from discovery to care.

- Digital sales channel with contextual offers to attract new customers.

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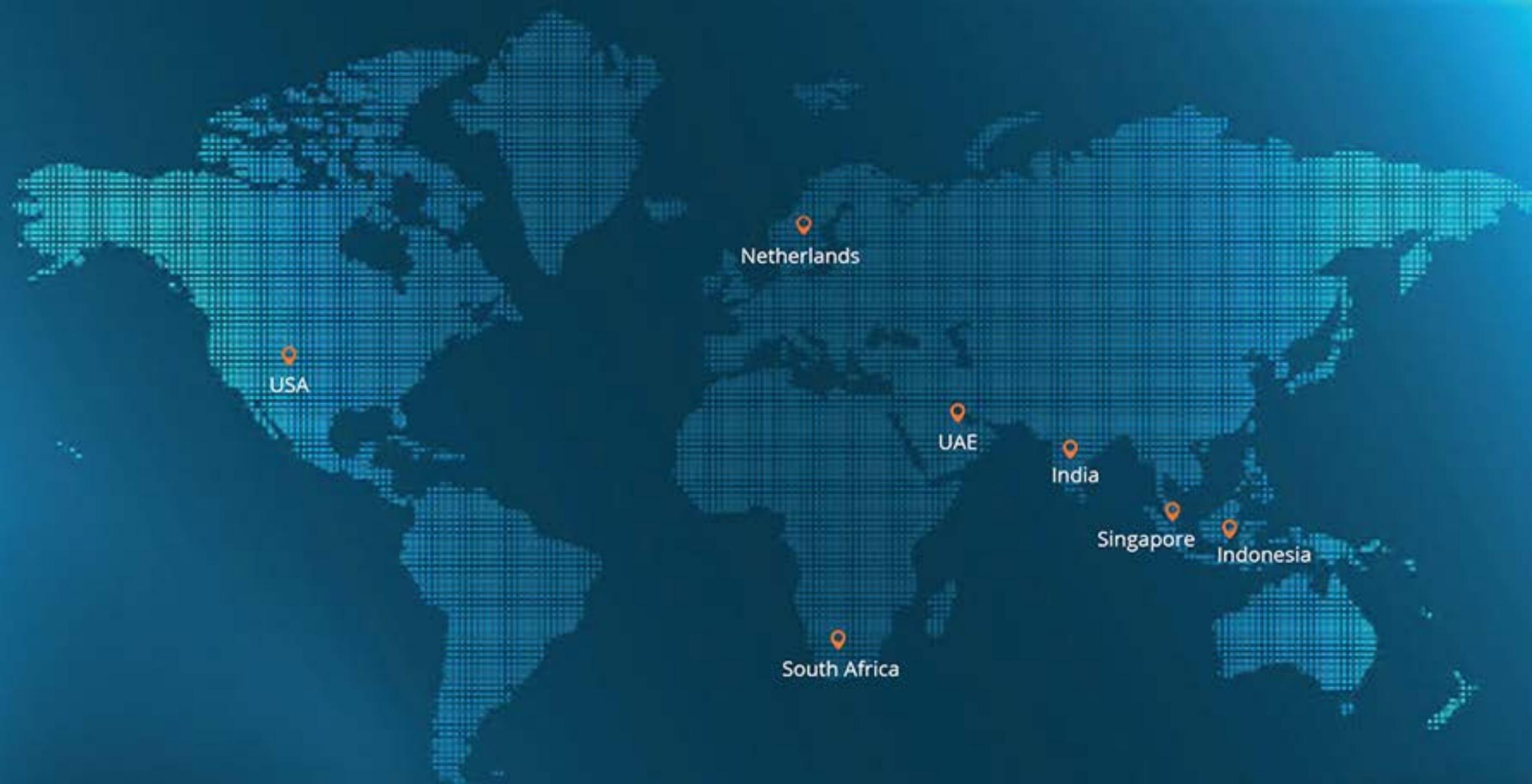
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