



Creating Exceptional Customer Experiences with Digital BSS for a Leading Operator in Indonesia

Overview

6D Technologies partnered with the most prominent mobile internet provider in Indonesia to launch a brand new end-to-end digitized telecommunication service targeting the Younger Generation based on the Couch-to-corridor approach. We chalked out a plan to implement and launch the “digital-first” brand within 18 weeks. It prioritized customer centricity in developing quality digital products and services for users with a tremendous increase in subscriber trends of over 1.8 million subscribers with 100% subscriber growth in just 8 months.

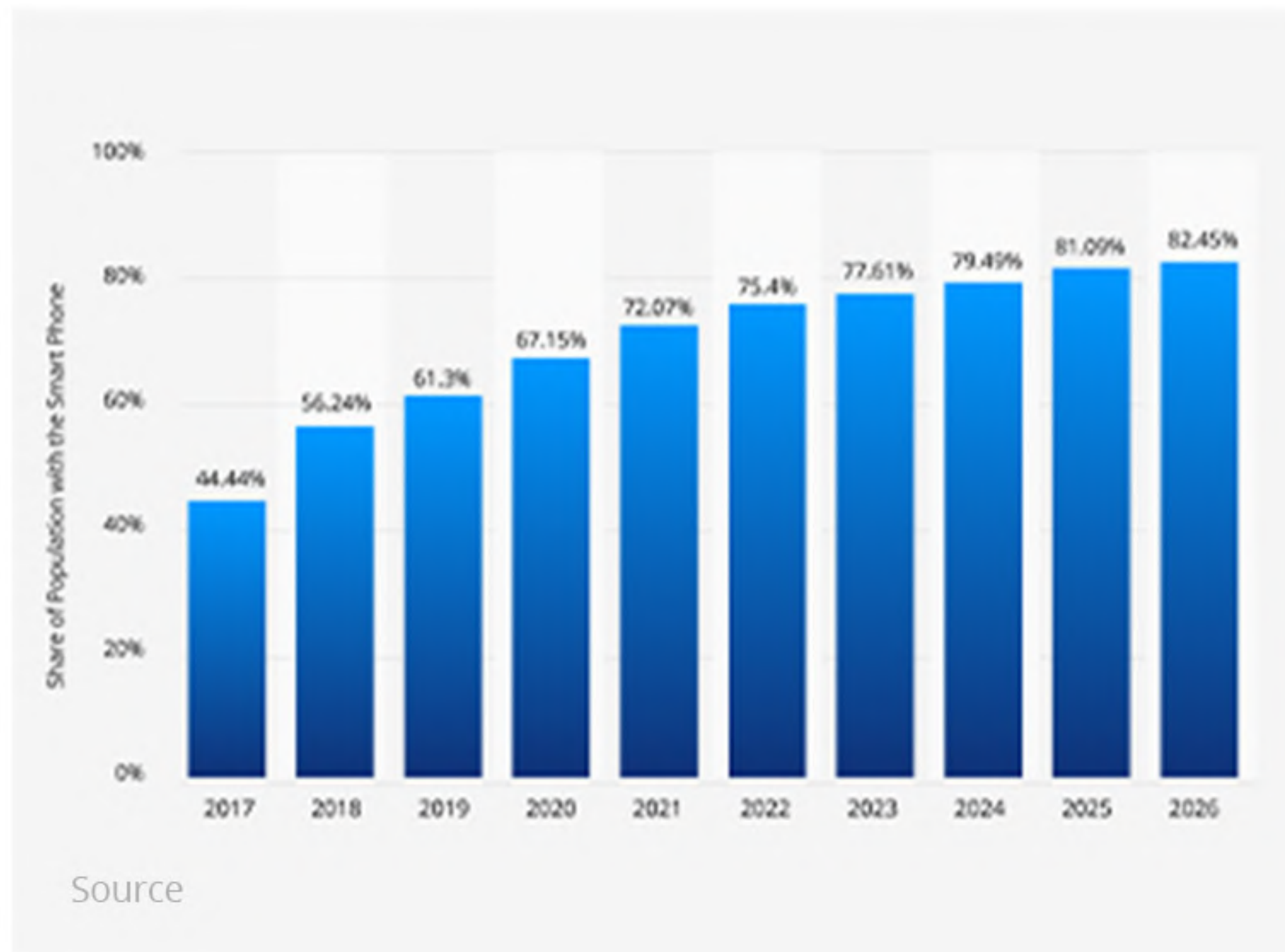
Client

The client is the largest cellular telecommunication carrier in Indonesia. They have consistently implemented the latest digital platform via mobile technology and were the first to launch 4G LTE mobile services in Indonesia commercially. Entering the digital era, they have continued to expand their digital business, including Digital Advertising, Digital Lifestyle, Mobile Financial Services, and the Internet of Things. The client inspired society by implementing cutting-edge technologies, competitive products and services, and innovative solutions. These have led Indonesia to a broadband-based community through mobile technology by fabricating the best telecommunication services for the people of Indonesia - a world-class, trusted provider of mobile digital lifestyle services and solutions.

Challenges

- As the leading Telco in Indonesia with over 200 million subscribers, they provided a range of high quality, trusted mobile products and plans to all Indonesian consumers, but due to various factors such as product perception, complexity and accessibility, its share of the 12-25 year-old market segment remained relatively weak.
- The operator needed to set new standards in speed to service, cost of implementation, and agility to help this digital native generation.

Smartphone Penetration rate in Indonesia from 2017 to 2020 with forecasts until 2026


WIRELESS TELECOM SPENDING WORLDWIDE
844bn USD
WORLDWIDE VOICE TELECOM SPENDING
425bn USD
WIRELESS DATA TELECOM SPENDING WORLDWIDE
425bn USD

Solution

© 6D Technologies.

The client was keen on catering to a digital-first experience by launching a brand new end-to-end digitized telecommunication service targeting the Gen-Z segment. With the regulatory environment in Indonesia opening Mobile Virtual Network Operators (MVNOs), they saw an opportunity to develop its own “digital attacker” brand targeting the younger population based on the principles of convenience, flexibility and sustainability. With this solution, the client wanted to introduce a “couch to corridor” approach, taking inspiration from cab services by catering to the fast-paced environment. Focusing on end-to-end digital transformation, our platform provided an industry-grade performance and ensured best-in-class operational reliability. It empowered the operator to leverage the existing infrastructure to personalize customer insight and provide a single point of sale and service.

‘By’ is the first digital prepaid cellular service in Indonesia, and ‘U’ is tangible evidence of the operator’s transformation as the leading digital telco company. They prioritized customer centricity in developing quality digital products and services for their users.

We deployed the first digital telco brand with Digital BSS which includes several modules like:

- **Unified product catalog (UPC)** - It is an integral part of the BSS architecture, where all the products and services are created and managed centrally. It was completely integrated with CRM, Order Management, Provisioning, Campaign Management, and Charging. The unified Product Catalog supports multiple product management functions, such as offer creation, validity and expiry management, price configuration, and product lifecycle management.
- **Customer Relationship Management (CRM)** - The platform provided a convergent 360 view of all the customer details available on Order Management, Trouble Ticketing, Recharge Management, and Charging. These details included customer profile, account, and service details. CRM provides a GUI, which will be used in Smart Attacker by Customer Care agents.
- **Problem Management** - Trouble ticketing through problem management enabled the client to track the complete lifecycle of customer complaints and requests: Creation, Dispatch, Resolution, and Closure. The tool allows SLAs (Service Level Agreements) which can be defined for each trouble ticket activity and can be used for auto-escalation in case of a breach of SLA.
- **Ordering and Provisioning** - Customer Order Management enabled the creation, validation, and fulfillment of orders on the platform. The platform also enabled the complete lifecycle management of orders. Each order flow is defined in the system with underlying workflows. Charges are raised for various purposes, such as Customer Purchase. The provisioning was tightly integrated with Order Management and was responsible for order fulfillment on network elements.

- **Inventory and Number Management** - The Inventory and Number Management module systematically managed the logical list of SIM cards and the associated numbers (resources). It addressed the creation of an Inventory asset in the system, uploading the inventories against it, and tracking stock through the inventory/number lifecycle management module. Alongside the list, the platform also delivered number categorization, number pool management, and number recycling capabilities.
- **E-Recharge Module** - The E-Recharge tool helped the client implement tops-up rules and acts as a centralized system for all top-up related definitions making their systems more efficient and effective.
- **Analytics and Campaign Management System** - This tool helped the client create outbound campaigns based on pre-defined parameters such as customer profile information which includes:
 - Region/location (as per CRM profile)
 - Spend (top-ups)
 - Plan and add-ons
 - Tenure
 - Payment channel and time of payment
- **Loyalty Management** - Executing Loyalty Management by 6D enabled loyalty schemes and point-based rewards. Tasks were configured to have a lifecycle and basic eligibility rules (e.g., customer segment or tenure). Loyalty Management was designed to ingest transactions from pre-defined data sources in order to calculate reward points.

Campaign Management

- Inbound, Outbound & Real-time triggered Based Campaigns.
- Mobile App (In-App, Push Notification, Email and SMS).
- CVM & Loyalty Promtions.

Loyalty Management

- Customer - B2C.
- Tier Management, Tier Validity. VouchersL DIGIADS - Merchant
- Vouchers, Telco Voucher & Coupon.
- Community Forum Integratrimon.*

Adavanced Analytics

- Upsell/Cross Sell.
- Churn Management.
- Personalized Content by Mood Input - Sentiment Analysis based on twitter feeds.
- Adjust Data Feed.*
- CVM Data Lake.

Reporting

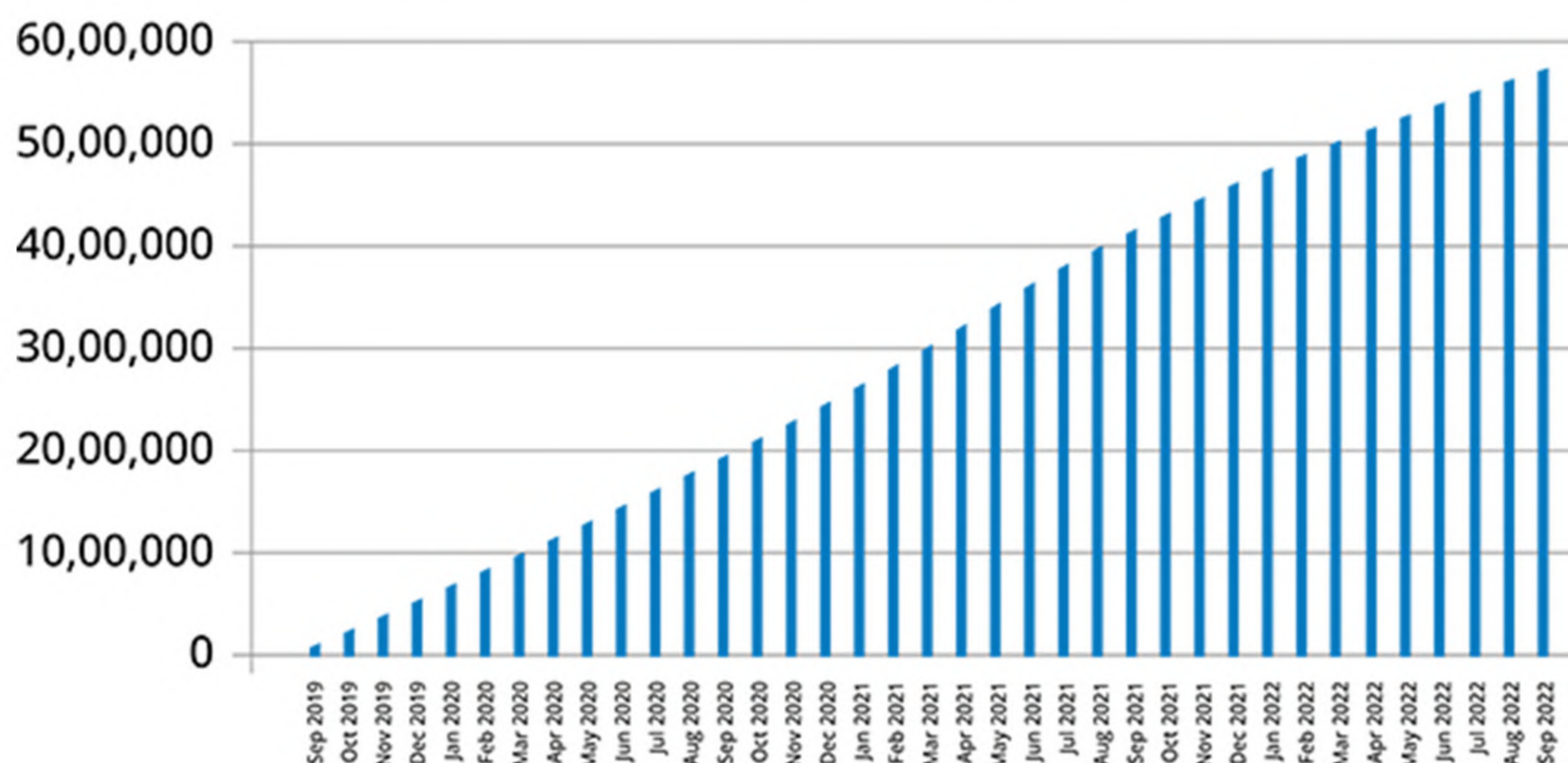
- Personalized Customer Infographic.
- Management Report Dashboard.
- Dashboard.

*Not Live

Results

- Limited target with focused analysis: By implementing these tools the client started with **10k subscribers** as a soft launch, and the results were a testament to the marketing analysis on usage plans.
- Base Setup with Innovative Price Plan:

Profile Activation Trend



- The client would create a system to simplify the process to enable faster time to market, flexible delivery, and zero-touch capabilities.
- 6D helped construct a user-friendly app with complete registration and onboarding of subscribers remotely through the application.
- The client wishes to expand the current process and deploy a new site to support the more than **8M customer base**.
- Better options will be designed for data offers /plans linked to OTT services and subscriptions.



USA



Netherlands



UAE



India



Singapore



Indonesia



South Africa



6D Technologies

26, Bannerghatta Main Road, J.P. Nagar Phase 3, Bengaluru -560076, India

India | UAE | Indonesia | USA | South Africa | Singapore | Netherlands

Learn More: www.6dtechnologies.com

Reach Us: Marketing@6Dtech.co.in

Follow Us:

