

Elevate Telecom: Innovate, Engage and Excel

with Tech Mahindra BPS' Solutions



Abstract

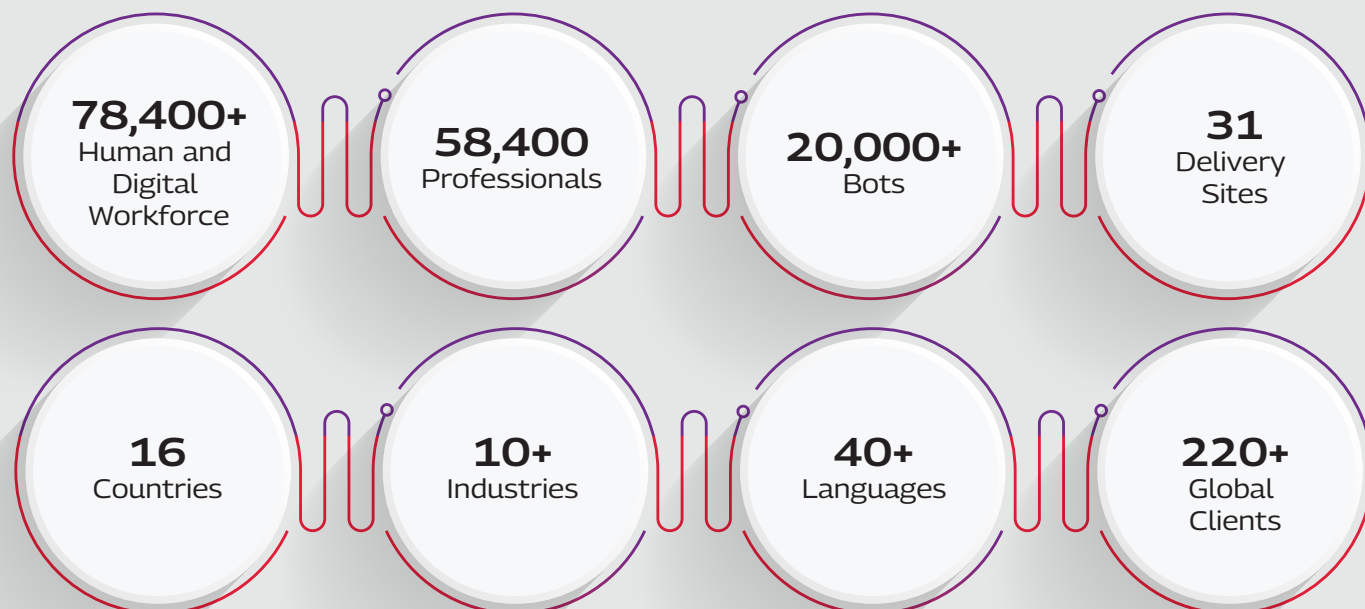
Tech Mahindra's telecom solutions revolutionizes customer experience in the ever-evolving telecommunications sector. Addressing customer acquisition, support, and retention challenges, our innovative suite of services leverages next-gen technology to drive efficiency and effectiveness. By embracing our solutions, telecom companies can outperform competitors, enhance customer satisfaction, and stay ahead in the dynamic market landscape.

As we enter a new era of transformations, we refocus our energies towards 'Creating memorable digital experiences every day' for our customers.

**Technology-Led
Front Office
Transformation**

**Leading
Multi-Vertical BPO
Service Provider**

**Platform-Led Middle
and Back Office
Transformation**



Introduction

With the advent of AI, companies face increasing pressure to deliver exceptional customer experiences while navigating technological advancements and market disruptions. At Tech Mahindra, we understand the evolving needs of businesses, especially in the dynamic telecom industry. Our comprehensive suite of Business Process Solutions is designed to address the critical aspects of customer acquisition, support, retention, technical assistance, and drive business growth.

With a focus on innovation, efficiency, and customer-centricity, we redefine traditional approaches to business operations. Our solutions leverage cutting-edge technologies, intelligent automation, and data-driven insights to deliver tangible results and drive sustainable growth. By embracing our solutions, telecom companies worldwide can streamline operations, and enhance customer satisfaction, we empower businesses to thrive in this competitive and dynamic landscape.

Our Solution

Customer Acquisition

As a global provider of Business Process Services (BPS), we have adapted our strategies to innovate customer acquisition methods. This includes introducing a novel approach to market acquisition, driven by 100% outcome-based pricing utilizing various modes of telecom and communication channels by providing support in the following areas:

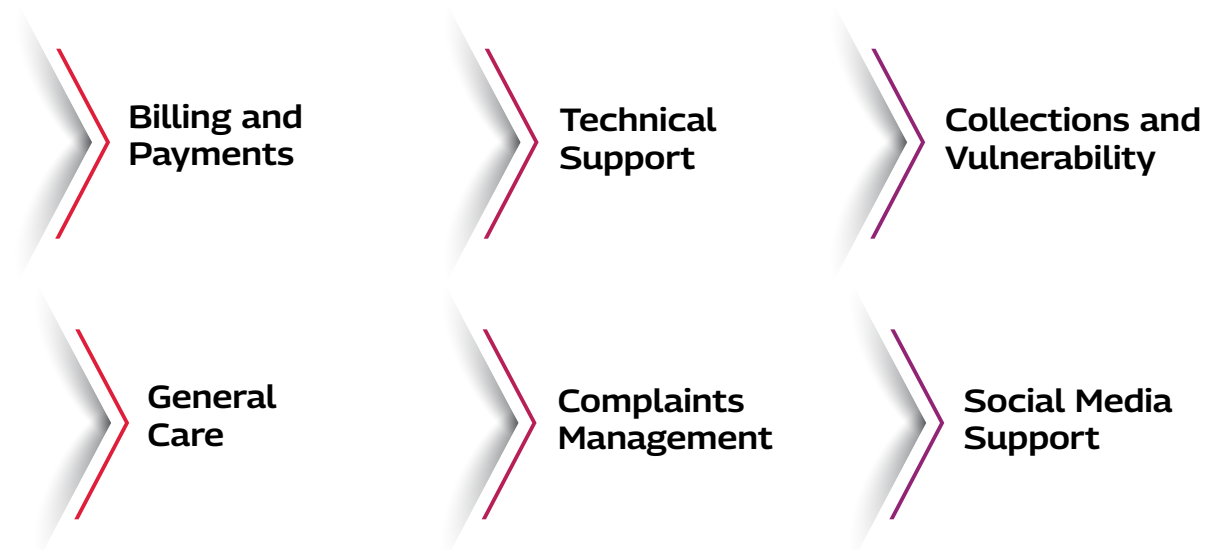


Value Propositions:

- Ensuring consistency among care agents to enhance customer satisfaction
- Comprehensive sales training for all care agents, starting from new hire training
- Guidance on agent desktop utilizing customer data
- Conversational AI coach for real-time in-call guidance
- Leveraging customer data to propose personalized offers
- Implementing a structured incentive system to motivate care agents to drive top-line growth

Customer Support

Managing customer inquiries and issues through an efficient service desk implementation system. It consists of the main functions like - order management (handling order entry, provisioning, fallout management, and project management), network planning and service activation (providing technical architecture, detailed design, and testing), billing and collections (managing retail and enterprise billing, bill operations, query management) and next-gen service desk support (provides LO - L1.5 end user support for internal employees). Providing support in these areas -



Value Propositions:

Our solution brings a hybrid model and amalgamation of people practices, process changes, and platforms.

- Factory Model
- Tools
- Inventory Based Billing
- Macros and Automation
- Monster (Atlas and Sub-ledger)
- Event Management and Monitoring Services
- Desk-side and Dispatch Support Services
- End to End ITIL Services
- Identity and Access Management services

Customer Retention and Re-Contracting

We recognize the critical importance of retaining existing customers and fostering long-term relationships to drive sustained revenue growth. Our service offering is designed to address these needs comprehensively, leveraging advanced strategies and technologies to enhance the customer experience - focusing on understanding and improving every touchpoint of the customer journey through personalized interactions, proactive issue resolution, and targeted retention campaigns as well as to automate the entire network lifecycle including provisioning, troubleshooting, and service activation, resulting in streamlined operations, reduced manual errors, and enhanced efficiency, improved service delivery ultimately contributing to a seamless and hassle-free customer experience. Support areas -



Value Propositions:

- Discovery, conformance, monitoring, and enhancement tools
- Process optimization using factual and real data
- Process automation
- Reduced churn
- Benefit realization-focused approach



NextGen Tech Support

Offering advanced technical support services Tech Mahindra delivers end-to-end proactive and reactive support services including AI-driven troubleshooting and proactive maintenance, to ensure seamless connectivity for telecom customers. Leveraging a combination of intelligent automation (IA), including RPA, NLP, AI analytics, and process mining, we ensure best-in-class services across various domains:



Value Propositions:

- IA (RPA, conversational AI) enabled diagnostics and omni-channel support
- Enhance knowledge management/self-service offerings
- Next-gen trouble-shooting and self-healing of service fallouts
- Analytics-driven predictive and proactive maintenance
- Analytics enabled real-time monitoring and tracking of ticket resolution
- Process mining led process discovery and optimization

Next-Gen Service Delivery

Revolutionizes end-to-end service delivery and transformation of business services through automation.

Businesses are increasingly seeking agility to adapt to changing market dynamics. Manual processes often lead to inefficiencies, while siloed IT systems cause delays and fallout. Next-gen service delivery leverages a combination of intelligent automation (IA) technologies such as RPA, NLP, AI analytics, and process mining, we provide best-in-class services in key areas:



Value Propositions:

- Zero Touch Ordering
- Automated Order Fallout Management
- Intelligent Automation Driven Workflow Optimization
- Automated Network Configuration and Activation
- Hybrid Orchestration (Traditional and Virtualized)
- Analytics Enabled Real-time Monitoring and Tracking
- Process Mining Led Process Discovery and Optimization

Tech Mahindra's next-gen service delivery offering redefines service delivery in the telecom industry by driving efficiency, agility, and customer satisfaction.

Fiber Rollout as A Service

Tech Mahindra's fiber rollout as-a-service offering addresses the growing demand for fiber network deployment and provides a comprehensive range of services offering end-to-end fiber rollout services, from design expertise, desk support and strategic consulting, to enabling high-speed connectivity for businesses and consumers.



Value Propositions:

- Automate quote generation, ETL check and invoice creation
- Automate ILA check and high-level network design through AI/ML capacity and availability check
- RPA for Job-pack creation and updating multiple systems with real-time progress
- Automate Node configuration for Activation & Deactivation
- Real-time update of the routings using Robotics

Workforce Management as A Service

Workforce management as-a-service (WFMAaaS) plays a pivotal role in ensuring operational efficiency and delivering exceptional experiences. TechM BPS leads the forefront in managing large workforces for contact center operations. Our approach to WFMAaaS revolves around leveraging technology, optimizing processes, and empowering people by offering comprehensive Workforce Management solutions encompassing -



Value Propositions:

- Improved service level attainment and customer satisfaction
- Mitigation of resource challenges through optimized staffing levels
- Reduction of abandonment rates and backlog challenges
- Modernization of technology infrastructure to support WFM initiatives
- Increased awareness and adoption of WFM best practices
- Integration of disparate platforms to enable seamless WFM operations
- Tailored headcount planning and staffing strategies to meet business needs

Benefits Delivered

- Improved Service levels
- Reduced agent burnout by reducing occupancy levels
- Improved calls per FTE per day
- Delivered forecasting accuracy with reduced forecast variance
- Improved employee retention
- Improvement in Direct Sales
- Increase in NPS
- Churn reduction
- Improving overall Contact Centre Experience

The NXT.NOW™ Advantage

1. Serving Fortune 500 Clients as well as Top Telco Enterprises across the Globe - Front Office, Back Office, and Technology-led Delivery Support
2. Platinum Partner of the Market Leader in Process Mining Technology
3. Recognized by Frost and Sullivan for Enabling Technology Leadership
4. XaaS Offering Backed by 4 Decades of Telecom Experience.

For more information, contact us at BPSConsulting@TechMahindra.com



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