

Unified Customer Experience with Integrated Commerce, Catalogue, and Retail Management



Overview

The client, a Mexican subsidiary of one of the world's largest telecom operators, has a strong regional presence covering over 90% of Mexico. In a competitive global market, efficient management of high-volume supply chain processes is crucial for manufacturers to meet demands and enhance profitability. The client as part of this sector, faces challenges such as conforming to market standards, ensuring reliable inventory visibility, and effectively managing and tracking processes. To address these complexities, businesses require streamlined operations through increased automation and visibility. However, the client encountered difficulties due to its heterogeneous and complex B/OSS stacks for different lines of business. This resulted in high operational expenses (OpEx) as each channel required individual integration efforts and presented its own complexities. The lack of a comprehensive inventory view further contributed to order fallouts and disrupted the customer journey.

The client partnered with TechM - Comviva to deploy a host of BlueMarble solutions including commerce, catalogue, and order and retail inventory management, which collectively enabled unified sales and customer experience. The solution helped with built-in simple customer journeys via a centralized digital enablement layer, connecting prepaid, postpaid, and enterprise lines of businesses across all customer touchpoints. Furthermore, it empowered agents with an integrated single front-end view across all stores and BTS towers sites and enabled real-time tracking of retail inventory across the lifecycle: on receipt, through the transaction, in-transit, and transfer.

Client Background and Challenges

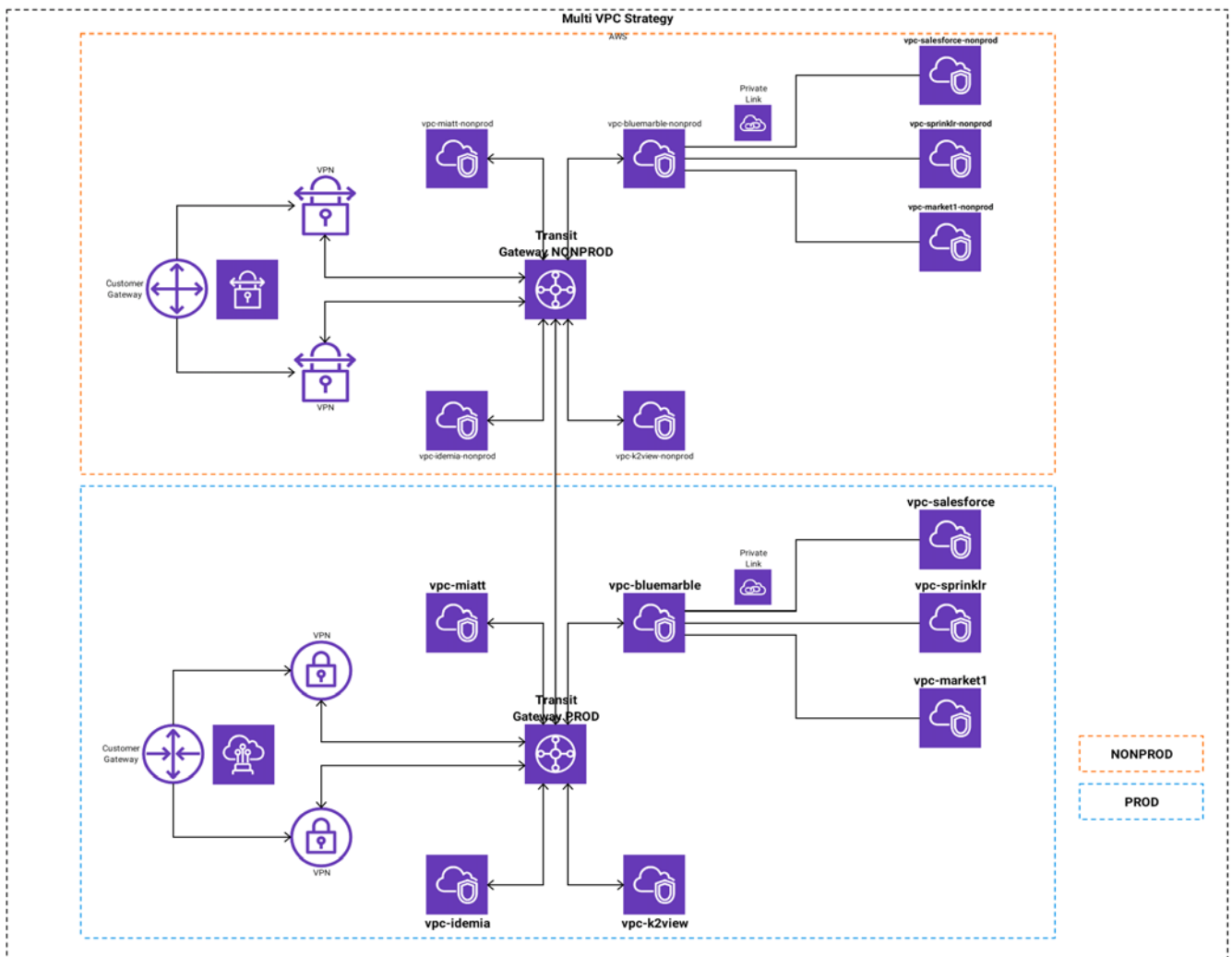
The client is a telecommunications company operating in Mexico, specializing in mobile telephone services. Their cellular network covers approximately 90% of the country's population. In addition to mobile telephony, the company provides various services including local and long-distance calling, messaging, mobile television, and wireless broadband services.

The client was struggling with the challenge of broken customer journeys with heterogenous complex B/OSS stacks for prepaid, post-paid, and enterprise lines of businesses. The existing platform of the client did not have real time tracking of retail store inventory, forward and reverse logistics. Furthermore, it lacked Integrated Inventory visibility across the entire distribution channel, high order fallouts because of incoherent customer experiences, high OpEx with each channel demanding its own individual integration efforts and complexities.

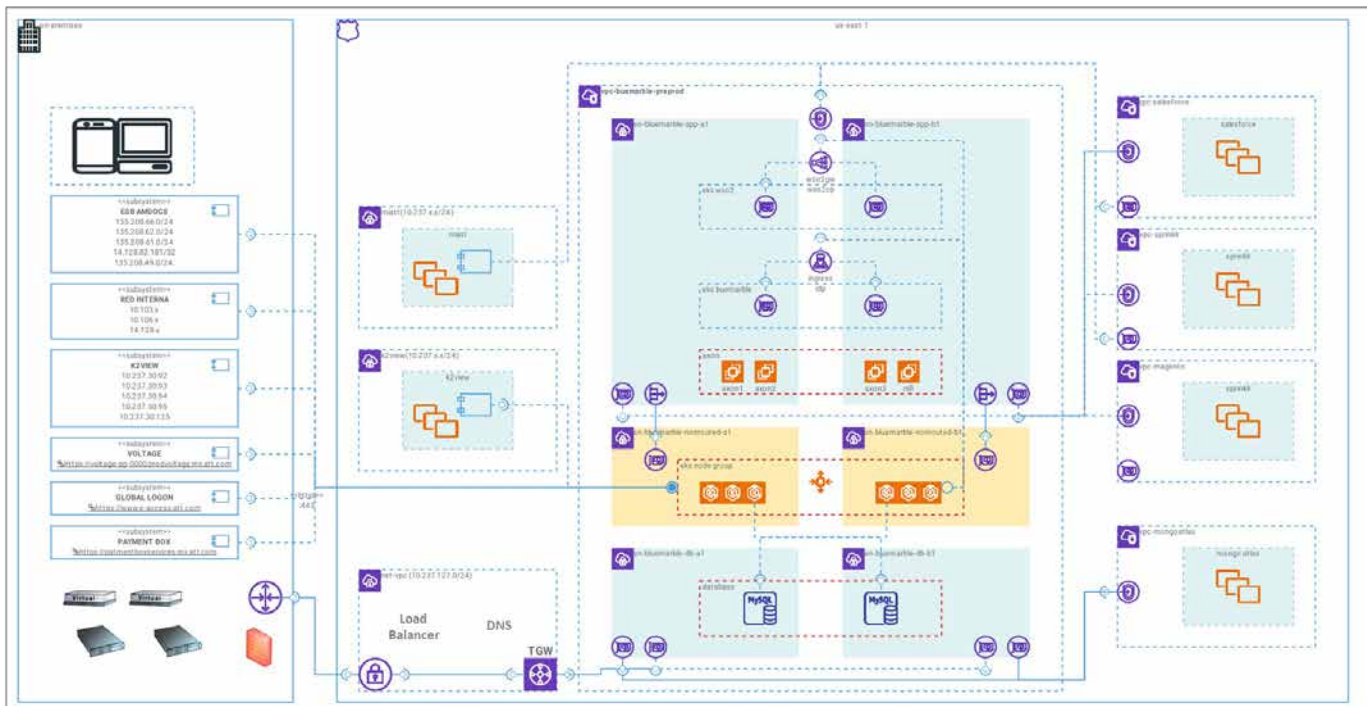
To bring inventory visibility across the entire distribution channel and enable real time tracking of retail store, forward and backward logistics, the operator wanted to optimize its tech stack and simplify customer journey at scale.

Solution Architecture

The following diagram shows the application infrastructure.



The below diagram shows PROD Blue Marble + Backend Services Connection view



DUAT / PREPROD TGW + VPN 2 Site Connection View

Our Approach and Solution

The following are key features of solution:

- ▶ TechM - Comviva proposed inventory management solution part of its sales and distribution suite.
- ▶ The inventory management solution enabled real time tracking of retail store inventory at various stages such as: on receipt, through transaction, transit, transfer, etc. It also enabled integrated inventory visibility across all stores and driving better accountability and inventory planning for BTS tower sites.
- ▶ The BlueMarble solution provided the operator with built-in simple customer journeys via a centralized digital enablement layer, connecting prepaid, post-paid, and enterprise lines of businesses across customer touchpoints.
- ▶ BM solution is cloud agnostic but being the existing partner of the client - AWS was preferred. Moreover, the BM solution is designed, developed, and performance benchmarked with AWS as underlying infrastructure. Due to already extensive AWS/client relationship, continuing with AWS provided with an opportunity to simplify operations, improve cost benefits, and architectural homogeneity.

Business and Community Impact



Handled 300+ bulk orders per day for network partners and approximately 6600 orders per month for retail Partners with 90% bulk orders within aging of 3 days.



Saved 50% in integration costs.



Optimum Inventory view with 45% audit mismatch captured at network sites.



Built in simple customer journeys via a centralized digital enablement layer, connecting prepaid, post-paid, and enterprise lines of businesses across customer touchpoints.



Empowered agents with an integrated single front-end view across all stores and BTS towers sites.



Enabled real-time tracking of retail inventory across the lifecycle: on receipt, through the transaction, in-transit, and transfer.



Prevented on-transit loss/ misreporting of expensive handset offers.



Implemented point of delivery (PoD) to prevent delivery side mismatch issues.



Enhanced CSAT.



Reduced order fall outs.



Significant revenue uplift across the channels

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