

[Case study] Convergent Broadband Operator

UshaComm

Case Study

A North American broadband communications service provider was operating on fiber optic technology to deliver convergent services for cable television, telephony and internet, across state boundaries. Having branched out into multiple service offerings and with the intended plan to upgrade their CRM systems from third party vendors, this provider was experiencing problems with its current billing and customer care solution.

ISSUES

- Disparate billing systems across the three services lines-IP, telephony, cable
- Multiple systems were becoming a headache to operationally manage, plus the arrangement was proving uneconomical and time consuming, leaving little time to focus on core business
- Different architectures, platforms and rating engines were difficult to configure so the company rolled out accurate bills to its clients on a single bill.

SOLUTION

A convergent business support system with a seamless architecture to operate across all technologies and market verticals was the answer. UshaComm was able to deliver the requirements with the following solutions:

Unicorn Billing- building on an independent, component-based architecture, the convergent Unicorn billing solution offers a universal formatter, real-time rules-based billing, customer administration, accounts receivable management, credit risk control, trouble ticketing, service order management, traffic processing, fulfillment, marketing automation, sales commissioning, and systems administration.

In conjunction with, and as part of the modular Unicorn solution:

Customer Care and Administration module- to cover the entire spectrum of customer-interface activities that a customer service representative (CSR) would be required to perform.

Packaging Module- providing a mechanism to create and maintain multiple permutations and combinations of services, rate, discounts, and time bands.

Inventory Management- The inventory functions in Unicorn tracks both physical and logical inventory items issued/ to-be-issued to customers

Web Self-Care- this module aims to be an extension of the CSR. Customers can navigate through their accounts and make queries-on and changes-to their information directly on the web.

The Web Self-Care function also allow prospects to browse and buy from the site

And,

Analyst-a business intelligence tool, Analyst provides reporting, statistical analysis and business; scrutinize call types and patterns; query tariffs, call durations, dates and time periods; and monitor business performance, thus aiding marketing, sales and IT departments with business critical information.

Pegasus- a convergent mediation and service control solution that is built on a distributed architecture, Pegasus provides seamless integration into downstream applications such as billing, fraud, interconnection, and data warehousing. Provides extensive audit and revenue assurance, Pegasus contains a collection agent, core mediation, core service control, element manager, and system administration.

BENEFITS

- A Guaranteed level of revenue assurance that mandated a direct interconnection between the billing system and all three service lines to minimize customer complaints and revenue leakage
- Time-To-Market advantage presented by a fully integrated product suite with the capability to swap out applications for best-of-breed at a future date
- Special customization to provide CSRs with “serviceability” information and increased knowledge management-what services are available today, what services are planned in the near future, what services are not planned at this time, and what services are permitted to offer under regulatory guidelines
- Reduced operational costs and required resources, so employee’s time can be better spent concentrating on core areas to profit and benefit the company.

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