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VOIZFONICA TELECOM – CASE STUDY

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Contents

1 VoizFonica – Company Overview

1.1 Introduction

VoizFonica is a Mobile Network Operator and telephone company. VoizFonica provides network access and telecommunication services that help people and companies communicate in an easy, efficient and environmentally friendly way.

VoizFonica business is very technology dependent as company acts as a network service provider (NSP) in mobile.

VoizFonica is a company that is aware of the new challenges posed by today's society. This is why the company offer the means to facilitate communication between people, providing them with the most secure and state of the art technology in order for them to live better, and for them to achieve whatever they resolve.

1.2 Product Categories

VoizFonica deal 3 product categories:

1. Prepaid
   - 70% of customers fall into this category.
   - This is the first largest revenue contributor(~65%) to voizFonica.

2. Postpaid
   - 20% of customers fall into this category.
   - This is the third largest revenue contributor(~15%) to voizFonica.

3. Dongle
   - 10% of customers fall into this category.
   - This is the first largest revenue contributor(~20%) to voizFonica.

1.3   Other Highlights

The number of telephone subscribers in India increased from 1,194.58 million at the end of Mar-17 to 1,210.84 million at the end of Jun-17, registering a growth of 1.36% over the previous quarter. This reflects year-on-year (Y-O-Y) growth of 14.25% over the same quarter of last year. The overall Tele-density in India increased to 93.98 at the end of Jun-17 from 92.98 at the end of the previous quarter.

VoizFonica, established in the year 2010, has recorded substantial growth in terms of profit and market share(current market share in India is 8.9%, where in 2017 was 5.6% and in 2016 was 3.9%). But the market share of the company is not matching the overall Tele-density growth ratio in India, due to the limitations in the legacy system of the company.

VoizFonica's major ratio of profit in 2018 are consumed by marketing activities, where most of them are manual in nature. So company has decided to opt marketing activities where there is less human intervention.

TRAI (Telecom Regulatory Authority of India) has introduced Mobile Number Portability, since then retaining the loyal customers with the company is a big challenge. In order to rectify all these issues company has decided to transform from legacy model to the model which well addressees them.

1.4   Current Strategy& Implementation

- Enhance Profitability
  o Reduce the Mobile Number Portability of customers to 0.5% (where the current ratio is 1.9%).
  o Reduce the investment on marketing
  o Reduce the migration of customers from postpaid to prepaid.
  o Minimize human intervention to fix customer issues.
  o Create unique, tailor made offers for loyal customers.

To accommodate above strategies new **business initiatives** have to be conceptualized and implemented.

The changes cut across the following departments/functions:

- Sales
- Product Design
- Marketing

- IT
- Finance
- Customers Service

1.5   Current IT Environment

VoizFonica has legacy system, and much of the IT systems are old.

Most of the systems need human intervention.

2 Customer Retention and End to End Automation

2.1 Objective

To retain the customer of VoizFonica Telecom by helping implement the strategy leveraging the current implementation and enhancing it wherever required and increase profitability.

2.2 Functional Requirements - Key Features

2.2.1 BILL INVOICE MANAGEMENT

Invoice processing involves the handling of incoming invoices from arrival to post. Invoices have many variations and types. In general, invoices are grouped into two types:

1. Invoices associated with a request or purchase order

2. Invoices that do not have an associated request (no purchase order).

Below are the main key factors for bill invoice management :

• Apply Pricing, Discounting, Adjustments & Rebates

• Create Customer Bill Invoice

• Produce & Distribute Bill

• Create Customer Bill Inquiry Report

• Assess Customer Bill Inquiry Report

• Track & Manage Customer Bill Inquiry Resolution

• Report Customer Bill Inquiry

• Close Customer Bill Inquiry Report

2.2.2 PROBLEM HANDLING

Problem Handling processes are responsible for receiving trouble reports from customers, resolving them to the customer's satisfaction and providing meaningful status on repair activity to the customer. They are also responsible for customer contact and support in relation to any service-affecting problems detected by the resources or through analysis, including proactively informing the customer and resolving these specific problems to the customer's satisfaction

• Isolate Customer Problem • Issue & Distribute

Marketing Collaterals

• Track Leads

• Report Customer Problem

• Track & Manage Customer Problem

• Close Customer Problem Report

• Create Customer Problem Report

2.2.3 MARKETING FULFILLMENT RESPONSE

Marketing Fulfillment Response processes are responsible for the issue and distribution of marketing collateral directly to a customer and the subsequent tracking of resultant leads. These processes include activities from lead generation to product, and hand-off of leads to the selling processes.

2.2.4 SELLING

Selling processes are responsible for managing customers, for the qualification and education of the customer and for matching customer expectations to the enterprise's products and services and ability to deliver.

Key Factors :

• Cross/Up Selling

• Acquire Customer Data

• Negotiate Sales/Contract

• Develop Sales Proposals

2.3   Non-functional Requirements

2.3.1   Performance Requirements

➢ Generate bills of all postpaid customers for the current billing cycle in less than 5 seconds.

➢ Send email remainders to all postpaid customers in less than 5 seconds.

➢ Recharge the prepaid user and send him a notification message in less than 3 seconds.

> ➤ Generate report of day to day transaction, monthly and quarterly transaction in less than 10 seconds.

> ➤ Create new connection in less than 3 seconds.

> ➤ Generate unique offers for the user in less than 3 seconds.

2.3.2   Operations and Reliability

Describe the up time requirements, acceptable data loss, and system update (release, reconfiguration) requirements.

Ref. No.	Description	Priority
OR1		
OR2		

2.3.3   Disaster Recovery Requirements

Ref. No.	Description	Priority
DR1		
DR2		

2.3.4   Platform Requirements

Ref. No.	Description	Priority
PL1		
PL2		