

## CASE STUDY

### ABOUT AIRTEL

Airtel is the leading telecom service provider in India with operations spread over Asia, Africa and the Channel Islands. With a subscription base of over 15 million customers in the Indian sub-continent and over 413 million customers worldwide, Bharti Airtel is a renowned name across continents.

### BUSINESS NEED

Generating over 15 million invoices every month is a task of gargantuan proportions. To deliver these invoices on time magnified the complexity multiple fold. Without a fast invoicing solution, Airtel was lagging on payment collections, which directly affected business growth. **It was the need of the hour to switch over to a smarter, faster and better invoicing solution, without disrupting business processes.**

### SOLUTION

Smart Invoice Pro was the perfect solution for all the invoicing pain points faced by Bharti Airtel. From drastically reduced invoice generation time with the help of **Smart Forking Technology** (A Diksha Innovation) to its richly personalized bills, **Smart Invoice Pro was the elixir to induce business invigoration and customer retention.**

### RESULTS

- **High Speed Smart forking technology:** The developers of Smart Invoice Pro, Diksha Technologies, invented Smart Forking technology, which reduced invoice generation time by 70% when compared to their incumbent system to ensure on-time invoice delivery to customers
- **Easy Integration:** Microservices enabled for easy integration with any existing IT ecosystem
- **Resource Efficiency:** Over 40% reduction in overhead & infrastructure costs
- **Minimize hardware:** Implemented successfully on shared virtual hardware for over 15 million subscribers
- **Free up skilled talent:** Chatbots reduce the need for adept customer service executives, proven by the drastically reduced FTR rates
- **Short Implementation Cycle:** Functioning as an independent unit, Smart Invoice Pro processes any output format, irrespective of the existing backend system
- **Space to advertise:** Provision for marketing space to display dynamic advertisements, promotions and other marketing content
- **Cloud-ready:** The future is here, and it responds to Smart Invoice Pro

### BUSINESS CHALLENGE STORY

Competition has never been more pronounced in the world of telecommunications. Customer acquisition is taking a back seat to customer retention. In a scenario as such, adding value is as precious as potable water to one lost at sea.

Having delved into the intricacies of the telecom industry for close to 2 decades, our group of dedicated experts handcrafted a solution that would not only cater to the basic pain points of the operator but add immense customer value to engender brand loyalty. It was imperative to understand that a great customer experience was the magic potion to staying relevant in the cutthroat world of telecommunications.

### Why did Airtel choose SIP?

When competition is at its peak, the only way to sustain a business is to offer exception customer experiences. Though a product may enhance business operations significantly, it will fail miserably if customer satisfaction is ignored. A coin has no value if it has only one side to it. Yes, Smart Invoice Pro is a two-sided coin with priceless value. It adds the feel-good factor, so much so that customers can't wait for their next invoice. Did you ever think this to be possible? But, it is! We'll tell you why:

- **Bill Transparency:** In-depth itemization gave customers a comprehensive view of their bills.
- **Personalised Content:** Highly customisable templates allowed clients to personalise bills for their customers
- **Independent System:** Irrespective of the billing input provided to Smart Invoice Pro, it processed and generated invoices based on the output format required by Airtel.
- **Intuitive Templates:** Clients could pick from a range of templates to enhance their invoice viewing experience. These templates are subsets of 3 primary templates, which cater to all LOBs in Airtel. This vastly reduced the work load on business operations.
- **Time efficiency:** Reduction in day sales outstanding was a result of Smart Invoice Pro's blazing speed.