

SUCCESS STORY

Airtel Enterprise Digital Transformation

Empowering Enterprise by
Maximizing Competitiveness and
Client Satisfaction Through
Integrated Customer Data

Company Name:

Airtel Bharti

Industry:

Telecom

Location:

Gurugram, Haryana

Impact

Enhanced Data Consolidation

Application

**Efficient, Robust & Scalable
Enterprise Platform**

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Airtel Enterprise Digital Transformation

A CASE STUDY

Empowering Enterprise by Maximizing Competitiveness and Customer Satisfaction Through Integrated Customer Data

Background

Airtel, headquartered in India, is a formidable global communications solutions provider. It serves over 574 million customers in 17 countries across South Asia and Africa, reaching over two billion people, with 2000 plus Enterprises and Govt. clients. Their vision centers on enhancing customer experiences and fostering lasting relationships in the telecommunications industry.



Our Approach

Functionality Unification

Cubastion identified functionalities of each application and Created logic to unify functionalities into a central function and utilized data migration capabilities to migrate data from multiple systems to Siebel.

Challenges Faced

● Fragmented IT Systems

Airtel grappled with 59 fragmented IT systems including many legacy applications handling customer journey, each with distinct data sources. Salesforce acted as middleware, interacting with multiple UI layer applications.

● Complexity in B2B Customer Data Management

Multiple applications managed customer enrolment, orders, and financials, each with incomplete data. Customer hierarchy data was scattered across different applications.

● Risk of Reduced Competitiveness

Airtel faced the risk of reduced competitiveness in the dynamic telecommunications sector due to the inability to maintain a coherent view of B2B customers and lack of timely and data-driven insights.

Data Migration

We brought integration logics to Siebel, replacing multiple systems with one central system. We also utilized data migration capabilities to migrate data from multiple systems to Siebel.

Solutions

- ③ **Strategic Roadmap:** Cubastion developed a strategic roadmap, defining CRM goals and supported processes to address data fragmentation issues.
- ③ **Integration Capabilities:** Built a framework in Siebel to eliminate manual intervention and middleware dependency. Implemented functional improvements and integration capabilities in Siebel.
- ③ **Customer hierarchy:** Unified customer hierarchy data in Siebel, resulting in the unification of customer data.

- ③ **Self-healing Framework:** Cubastion introduced a self-healing framework to mitigate peripheral system disruptions and ensure operational stability.
- ③ **360-degree view:** Through Cubastion's holistic approach, Airtel achieved a unified, 360-degree view of customer data, enhancing competitiveness and delivering superior customer experiences in the telecommunications sector.

Business Outcomes

Customer Service Efficiency

35%

Faster issue resolution and improved customer satisfaction. Siebel CRM allowed Airtel to streamline its customer service processes.

Improved Data Quality and Reporting

55%

Reduced errors in customer data and more effective targeting. Improved decision-making as Real-time and predictive analytics basis CRM unified data helped in forecasting and understanding customer behavior.

Efficient Process Automation

30%

Reduced operational costs. Automation of repetitive tasks such as billing, service orders, and customer communications.

Better Cross-Department Collaboration

70%

More unified customer experiences and better team productivity. With Siebel CRM's integrated approach, different departments (sales, support) are able to collaborate more effectively on B2B accounts.

Scalability to Manage Growth

75%

Efficient scaling of operations. Siebel CRM allows for managing a large volume of B2B customers without a loss in service quality.

ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

Over 18 years, Cubastion has built solutions that impact over 500+ million people around the globe working in different demographics across different cultures. Learn more about Cubastion at www.cubastion.com

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