

SUCCESS STORY

Airtel Postpaid Digital Transformation

Enhancing Airtel's Mega Industry Landscape: Optimizing Large-Scale Functions, Ensuring Data Integrity, Guaranteeing Data Reliability and Elevating Enterprise satisfaction.

Company Name

Airtel Bharti

Industry

Telecom

Location:

Gurugram, Haryana

Impact

Optimized Efficiency, Streamlined Operations

Application

Transformative, Robust, Dynamic Platform

Contact Us: solutions@cubastion.com

Airtel Postpaid Digital Transformation

A CASE STUDY

Enhancing Airtel's Mega Industry Landscape: Optimizing Large-Scale Functions, Ensuring Data Integrity, Guaranteeing Data Reliability and Elevating Enterprise satisfaction.

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

Backend Migration to Address Performance Issues

Customizations were then migrated to the backend, aiming to streamline processes and improve efficiency.

Task-Based UI Framework for Data Consistency in Service Requests

This framework ensured that information was stored in the database only upon completion of tasks, preventing the premature commitment of incomplete SRs to the database.

Challenges Faced

● Performance Issues in Airtel's Siebel CRM Transition

Airtel's adoption of Siebel CRM, with frontend-centric customization against Oracle's advice, has led to severe performance challenges. Excessive server trips from frontend logic implementation have resulted in inefficient processes and slow system performance, hindering effective CRM utilization and business operations.

● Data Inconsistencies Arising from Service Request Handling

Airtel's system encountered data inconsistencies across multiple platforms due to incomplete updates and disparate information handling in service requests (SRs). Instances of incomplete SRs led to violations of open SR checks upon subsequent logins. Furthermore, alterations made in one system, such as billing or reporting, failed to reflect in others, resulting in discrepancies in the information available to users.

● Challenges in Bulk B2B Process Management

Difficulties in efficiently managing bulk B2B processes, especially in registering multiple contact details. Clients submitted customer details in CSV files, resulting in errors and discrepancies during data entry.

Comprehensive Validation for Order Processing

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

Solutions

➤ **Efficient Service Request Management:** Information was stored in the database only upon completion of tasks, preventing the premature commitment of incomplete SRs to the database. Multiple tasks were created for different systems involved in processing service requests, such as billing, network, reporting, and Optimus. Updates from these tasks were synchronized with the UI, and only when all tasks were completed was the service request closed.

➤ **Enhancing Performance through Backend Migration:** Transferring the custom code from the frontend to the backend, ensuring that UI-related components remained in place. By rebuilding the customizations on the backend, the processes were optimized, leading to enhanced performance.

➤ **Systematic Backend Process for Bulk Registrations:** Data validation was performed through a combination of static and dynamic checks, ensuring accuracy and completeness. Tasks, including verification, credit limit checks, and KYC, were assigned and executed sequentially or in parallel as required. Once tasks were completed, data flowed to the order management system from Siebel, initiating services for customers after confirmation from various systems.

Business Outcomes

Enhanced User Experience

Users no longer encountered discrepancies in information as updates were reflected uniformly across the UI after completion of associated tasks.

Enhanced Data Accuracy

Robust validation processes minimized errors and discrepancies in bulk registrations, ensuring accurate customer data entry.

Improved Performance

By relocating custom logic to the backend, processes became more efficient.

Compliance with Best Practices

Aligning with Oracle recommendations ensured a more sustainable and scalable CRM environment for Airtel.

Key Areas of Expertise Demonstrated

● Siebel CRM Customization and Performance Optimization

By relocating custom logic to the backend, processes became more efficient, resulting in faster performance & reduced trips to the server.

● System Integration and Data Base Management

Updates from different systems were synchronized, streamlining the service request process and reducing errors.

● Data validation and Verification:

Through meticulous validation procedures, the likelihood of inaccuracies in the registration process was minimized, contributing to enhanced data integrity and operational efficiency.

● Order Management System Integration

Streamlining order processes through integrating digital platform with Siebel CRM.

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

Cubastion Consulting Pvt. Ltd.

11th Floor, Block B, Vatika Business Park,
Sector 49, Sohna Road Gurgaon
Haryana 122018,
INDIA

Cubastion Consulting Pvt. Ltd.

Kinko Building 7F 7-3
Kanagawa Ward, Yokohama,
Kanagawa 221-0056
JAPAN

Cubastion Consulting LLC

971 US Highway 202N,
STE R, Branchburg, NJ 08876

Contact Us: solutions@cubastion.com