Transformation of billing landscape bringing in operational efficiencies for Cable &Wireless

C&W is a large telecom service provider in UK offering mobile, broadband and domestic and international fixed services, as well as managed IP services to the residential customers, small and medium size businesses, corporations and governments.

As part of its broad spectrum strategy to expand its global footprint, the C&W had embarked on a series of mergers and acquisitions. This had led to the proliferation of a number of billing systems, with very little integration or manual integration between the systems. The top priority for the client was, therefore, to consolidate the billing process to reduce the operational cost and enhance customer service. C&W engaged TCS for designing a solution for consolidating billing applications and embarked on a massive customer migration that resulted in a single and centralised billing system.
**About the Client**

The client is UK’s largest telecom service provider, offering mobile, broadband, domestic and international fixed line services, as well as enterprise and managed services to large corporates in UK and worldwide. It operates through two standalone units - one, for Europe, Asia and the USA and the other for its international business.

**Business Situation**

Mergers and acquisitions in the field of telecommunications industry have become the order of the day, with providers gearing up for triple play, large companies scrambling to acquire new IP, and telecom carriers beefing up to head off or take on the competition. TCS’ client, too, considers such alliances an integral method of expanding their global footprint and venturing into new geographies. However, it is widely understood that the post-merger integration process is difficult and complex, but important. As part of this consolidation exercise, C&W delineated the operational tasks; consolidating the billing systems to reduce operational costs was given precedence.

This engagement was aimed to consolidate the telecom billing applications across technologies and platforms to create single centralised billing system. Also, to ensure enhanced customer loyalty and satisfaction, C&W was looking for business process standardisation across the entire customer base, generation of a single customer bill for various services, and reduced customer query turnaround time. It also sought to reduce operational and licensing costs, time to market for future products and services, and to create target architecture for the IT billing systems that was in line with their IT road map.

The C&W management team had appreciated TCS, who were able to meet the challenging and exacting demands of such an ambitious project. TCS with a robust and proven Billing Implementation Methodology has enabled consolidation and enhancements to the telecom billing applications for the client.

**TCS Solution**

TCS defined a top-level migration approach through which a high-level design was derived and implemented their comprehensive solution by combining time-tested methodology, tools and best practices.

The entire migration exercise was segregated into independent work streams, based on the product base, so that development could be carried out in parallel. The migration design and changes were followed by functional upgrades. The Extract, Transfer and Load (ETL) process was defined, with great emphasis on the validation and reconciliation mechanisms.

The key highlights of the solution were:

- Custom-designed data cleanse packs to identify anomalies in source data
- Uniform strategy and approach for different applications across technologies
- Comprehensive testing approach with dry runs
- Detailed customer categorisation for customer migration
- Reduced maintenance costs
- Leverage of TCS migration CoE and telecom billing domain knowledge throughout the engagement

TCS has adopted its proven Global Network Delivery Model (GNDM™), with the teams delivering from UK and India locations.
This multi-faceted billing migration project is a perfect show case of TCS Telecom billing capabilities. In addition, the TCS migration COE has built an industry specific migration strategy and solutions for this engagement. This project cruise is a mission impossible achieved through an integrated approach, given the fact that other system integrators were unsuccessful.

TCS has helped the client make a seamless migration of billing systems, ensuring them was a step ahead in reassuring its ustomers of a higher and better level of service. This is another instance of ‘Experience certainty’.

Benefits

The billing systems consolidation resulted in significant benefits to the client:

- Increased operational efficiency
- Reduced licensing costs
- Reduced time to market
- Reduced operating expenses
- Enhanced customer experience
- Operational cost savings of £1.5 million per year
- Reduced customer waiting time for queries

- Neil Berry
  Head of Billing Change,
  Cable & Wireless
About TCS Telecom Industry Service Unit
TCS Telecom Industry Service Unit is the largest vertical contributing higher percentage to the overall TCS revenues. With a dedicated pool of professionals and an accumulated experience and ongoing associations with world-class Telecom service providers and equipment manufacturers, TCS has acquired unique and holistic understanding of the telecom domain to offer services suited to every stage of the business life cycle of our customers.

TCS helps wireline, wireless, broadband and cable, redefine their markets with innovative solutions that help them become more agile, reduce fixed operations costs, improve profit margins, and introduce next generation services. TCS sets customers apart from their competitors with instant access to industry solutions, best-in-breed technology, assets and frameworks.

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