Communications Business Operations

Business Operations

Rapid advances in the technology landscape are driving telecom companies to redefine their operation strategies and customer engagement approaches for both B2B and B2C segments. With the consolidation of networks, changes in consumption patterns, increasing competition, and growing customer expectations, the industry is in a state of constant change. Moreover, given the exponential rise in online services, network complexity and bandwidth crunch have emerged as key challenges. Customers now demand instant responses to their queries, and seek intelligent and proactive services, making it imperative for telecom companies to streamline their operations and establish effective engagement channels.

Tata Consultancy Services' (TCS') Communications Business Operations suite comprises a host of solutions and services catering to the entire telecommunications value chain. Led by TCS' ValueBPS™ approach, our managed services and outcome-based operating models help communication service providers (CSPs) keep pace with the changing business environment.

Overview

With the market brimming with a plethora of competing options, telecom companies are striving to guard their user base and acquire new customers. Customers' preference for a diverse mix of telecom services, coupled with severe price competition among industry players, has resulted in declining average revenue per user (ARPU) for CSPs. The need of the hour for telecom companies is to be nimble in their response to market demands if they are to ensure customer loyalty. However, CSPs are faced with a host of challenges, primarily due to the existence of legacy systems, lack of automation, ineffective data management, inefficient billing, and insufficient processes. Aside of driving down operational efficiency, these factors make telecom companies less equipped to cope with the proliferation of mobile and internet protocol (IP) based services. CSPs need to explore future-ready solutions like fiber networks (FTTx), and harvest fourth generation technologies including Long-Term Evolution (LTE), to deliver differentiated services to customers.

TCS' Communication Business Operations solutions and services help CSPs create robust business models and adopt digital innovations. Based on industry best practices, our platforms and solutions support telecom companies meet key business imperatives of operational excellence, customer experience management, and revenue enhancement.

Our Services

TCS' Communications Business Operations solutions and services cater to the complete CSP value chain for both consumer and enterprise segments, addressing the areas of service fulfillment, service management, network management, and billing and revenue assurance.

Designed to meet the business needs of global CSPs, our solutions use digital technologies like social media, mobility, analytics, cloud, and artificial intelligence to offer a high degree of process automation.

Our approach also encompasses robotic process automation (RPA), operations redesign support, analytics and insights services, and BPM consulting. TCS' Hosted OSS/BSS solution is a modular application aimed at improving operational efficiency of telecom companies. This pay-per-use platform has a pre-integrated suite of hardware and operations and business support systems (OSS/BSS) applications, and pre-modeled business processes that meet the eTOM and Information Technology Infrastructure Library (ITIL) standards.

Benefits

TCS' Communication Business Operations suite acts as a force multiplier for CSPs and equipment vendors, enabling them to process high volume orders with ease, and support huge customer bases seamlessly. Our comprehensive solutions portfolio helps telecom companies improve customer experience, meet growing demand for niche products, manage high customer churn, and enable faster time to market.
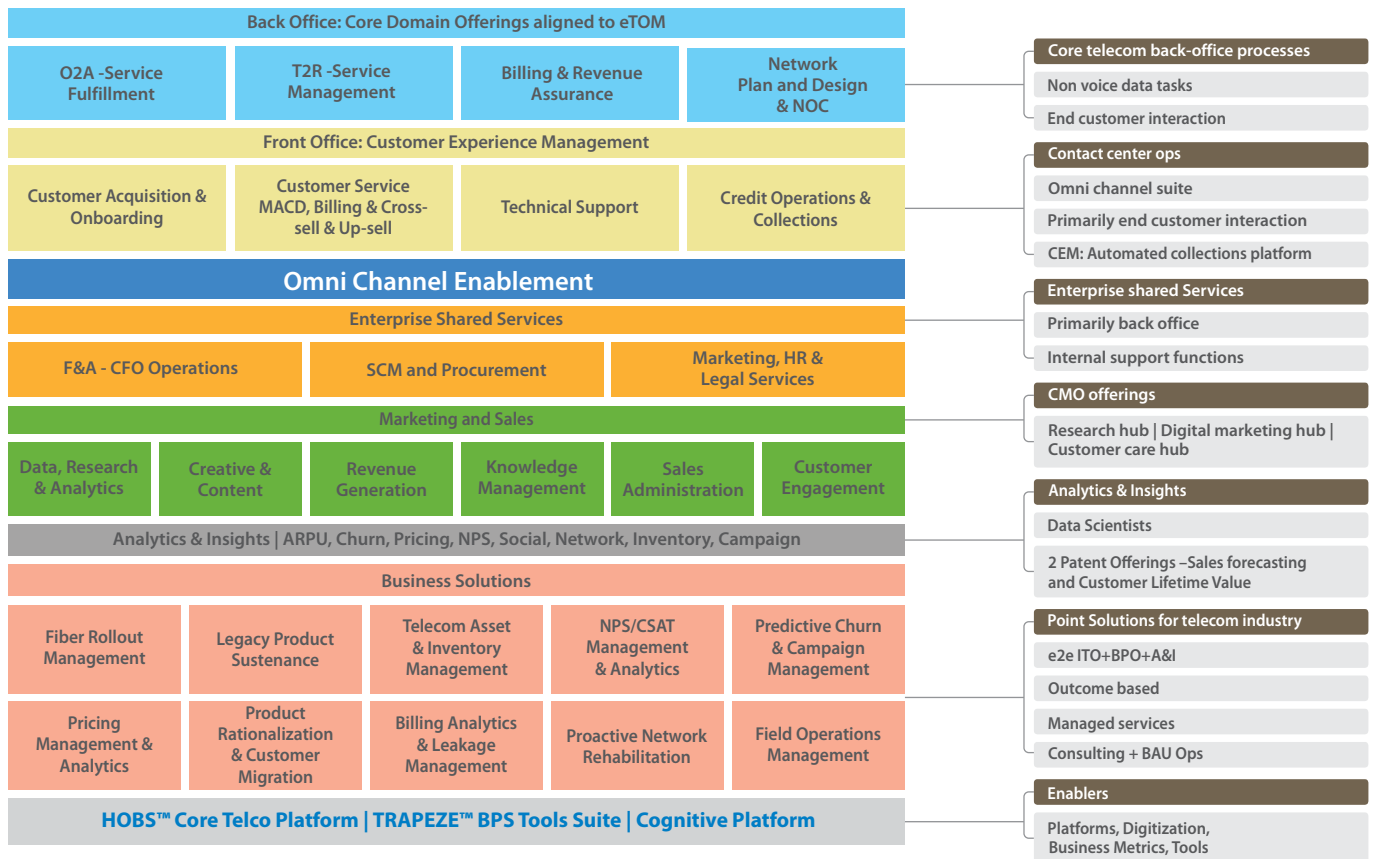
We help CSPs achieve:

Close to 100% accuracy in network designs

Over 40% improvement in the net promoter score (NPS)

An overview of Communications Business Operations

Back Office: Core Domain Offerings aligned to eTOM			
O2A - Service Fulfillment	T2R - Service Management	Billing & Revenue Assurance	Network Plan and Design & NOC

Core telecom back-office processes
- Non voice data tasks
- End customer interaction

Front Office: Customer Experience Management			
Customer Acquisition & Onboarding	Customer Service MACD, Billing & Cross-sell & Up-sell	Technical Support	Credit Operations & Collections

Contact center ops
- Omni channel suite
- Primarily end customer interaction
- CEM: Automated collections platform

Omni Channel Enablement

Enterprise Shared Services		
F&A - CFO Operations	SCM and Procurement	Marketing, HR & Legal Services

Enterprise shared Services
- Primarily back office
- Internal support functions

Marketing and Sales					
Data, Research & Analytics	Creative & Content	Revenue Generation	Knowledge Management	Sales Administration	Customer Engagement

CMO offerings
- Research hub | Digital marketing hub | Customer care hub

Analytics & Insights | ARPU, Churn, Pricing, NPS, Social, Network, Inventory, Campaign

Analytics & Insights
- Data Scientists
- 2 Patent Offerings – Sales forecasting and Customer Lifetime Value

Business Solutions				
Fiber Rollout Management	Legacy Product Sustenance	Telecom Asset & Inventory Management	NPS/CSAT Management & Analytics	Predictive Churn & Campaign Management
Pricing Management & Analytics	Product Rationalization & Customer Migration	Billing Analytics & Leakage Management	Proactive Network Rehabilitation	Field Operations Management

Point Solutions for telecom industry
- e2e ITO+BPO+A&I
- Outcome based
- Managed services
- Consulting + BAU Ops

HOBS™ Core Telco Platform | TRAPEZE™ BPS Tools Suite | Cognitive Platform

Enablers
- Platforms, Digitization, Business Metrics, Tools

The TCS Advantage

Partnering with TCS offers the following advantages:

- **Domain knowledge**: With years of experience in working on strategic IT transformation programs for global CSPs, TCS has developed an acute understanding of telecom operations and the broader industry dynamics. Our subject matter experts have extensive knowledge of telecom service delivery related issues.

- **Research focus**: TCS understands the need to stay abreast of technological advancements, and has therefore established a network of R&D centers and Innovation Labs. Our technology specialists collaborate with academicians and industry experts to develop innovative solutions for CSPs. TCS' offerings are aligned to the telecom management forum's eTOM framework and other industry standards.

- **Analytics expertise**: Our data scientists and analytics experts analyze huge datasets of telecom companies, including customer, product, and marketing data, to provide compelling business insights that can help save costs and identify new revenue streams.

- **Delivery excellence**: We drive enhanced value for our clients by taking end-to-end ownership of transformation projects. By collaborating in the pay-per-use model, we stay well aligned to the business needs of CSPs, thereby delivering desired outcomes. Our outcome based and risk-reward based models are linked to business rather than operational metrics. TCS' Global Network Delivery Model™ (GNDM™) allows us to provide round-the-clock services to global CSPs, ensuring reliable support, faster turnaround times, and business continuity. With Business Process as a Service (BPaaS) platforms, TCS offers its clients the promise of on-time service delivery at optimal costs.

50%

Around 50% reduction in order entry time and provisioning lead time

TCS' communications solutions are commercially offered through platform-as-a-service, build-as-you-grow, and pay-as-you-use models, enabling CSPs to maximize the return on their investments while ensuring robust business growth.

TATA CONSULTANCY SERVICES

Experience certainty.

Awards & Recognition

To know more

Visit the **Business Operations** page on **tcs.com**
Email: **bps.connect@tcs.com**
Blog: **Agile Business**

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at **www.tcs.com**

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