



Success Story Campaign management Solution

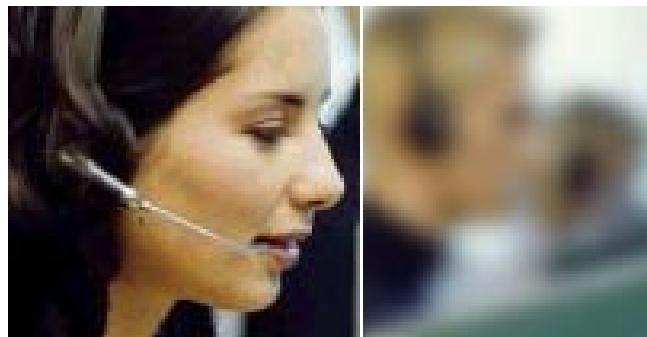
Campaign Management For Hutch

The project

Hutchison Telecom, one of the leading GSM service providers in the world, brings hutch to India. In India Hutch provides both prepaid and post paid services to its customers. Hutch with a vast customer base, is constantly seeking better ways to enhance the customer satisfaction. The solution required here was to run marketing campaigns as well as reminders for bill payments and over dues.

Features of the solution are:

- ◆ Power Dialer interface for customer self-service.
- ◆ Payment reminder calls to subscribers
- ◆ Confirmation for service provisioning activation
- ◆ Campaign launch to collect customer feedback, Birthday greetings, complaint resolution confirmation etc.
- ◆ Exploiting below the line market campaigns



Hutch, one of the leading GSM service providers in India wanted to setup campaign management solution for its Lucknow region Prepaid and post paid subscribers thereby providing personalized services for queries/clarifications/complaints being logged with customer care.

The Challenge

- Outstanding payment reminders to subscribers
- Confirmation for complaints being registered
- Caller Profile needed to be built up for every caller
- Confirmation for service provisioning requests
- Feedback collection from subscribers
- Information on new services/Tariff plans



The solution

NetRelations Outbound Dialer is based on open, scalable and modular architecture to address specific needs of Hutch. Dialer would outdial set of pre-defined callers based on specific market campaign to be launched.

Dialer solution enables companies to run outbound services based campaign thus freeing agents to process calls manually specially in a scenario where live agent based interaction is not essential.

Outbound dialer for campaign management was integrated with MSC switch thro' ISDN/PRI trunks and Post Paid Billing server.

Campaign scripts were developed using NetRelations Designer, a graphical user interface tool for rapid application development. Using action blocks, (i.e. graphical representations of call events) you can easily design the sequences that will prompt a customer for information and manage call based on the customer's inputs.

System allows administrator to define and configure different campaigns based on dynamic business needs. Campaign Manager enables you to define campaign types, campaign mode, activation details (activation time, Time zone, Priority settings) thus providing total flexibility to run and operate campaigns the way your business runs.



Edit IVR Campaign

IVR Campaign Name:

NR Server:

Parameters

No Answer Retry: Busy Retry:

No Answer Delay(Sec): Busy Delay(Sec):

Script: Call Threshold:

Activation

Activation Date:

Activation Time:

Second Activation Time:

Deactivation

Deactivation Date:

Deactivation Time:

Second Deactivation Time:

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Features

- Power Outbound dialing
- Online integration with backend billing system
- Real Time monitoring and control
- Administrator defined campaign setting
- Call traffic reports

Technical Data

NetRelations Outbound Dialer

- Power dialing
- Windows 2K based
- Intel/Dialogic hardware based
- E1 and Analog support
- ODBC support
- Flexible Reporting

Our service

- Hutch Requirement analysis
- Design of screens and outbound call flows
- Solution Implementation.
- System Integration
- Managed Support Services

The benefits for Hutch

- ◆ Exploiting up sell opportunities thro' outbound campaigns
- ◆ Enhancing market penetration by Providing information on new services/products
- ◆ Increased customer satisfaction by providing personalized services for complaint resolution, service-provisioning confirmation etc.

... and for Hutch Subscribers

- ◆ Prompt response to queries/services requested
- ◆ Better customer orientation



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