



The global telecom industry which includes service providers and infrastructure suppliers is in the vanguard of the information age. They delivering voice, data, graphics and video at ever - increasing speeds and in an increasing number of ways, thanks to the significant trends in technology. Service providers and their suppliers are now focused on delivering new value-added services to consumers and business customers that provide the benefits of mobility, personalization, collaboration and multi-media rich experiences.

As this new technology is being deployed, service providers face the age old challenges of evolving their BSS and OSS investments to serve the customers from acquisition-to-exit. Finally, as an undercurrent to these changes, is the constant pressure of doing more with less, both in terms of time and cost, especially given the pressure of globalization.

### Business challenges

Today's telecommunications industry has never been more challenging. In order to remain competitive in a market already saturated with service options, high adoption rates and converging technologies, service providers are seeking new ways to increase their productivity, lower processing costs and improve the quality of their offerings— all while retaining their current customer base and meeting ever-changing compliance issues.

Companies are in constant balance managing risks and satisfying the changing needs of their customers with a wide variety of products, such as mobile, landline, broadband and satellite services.

More than ever, telecom companies need better understanding of key indicators and best practices for decision making in all areas of operations, including:

- Improving customer service and retaining customers
- Acquiring new customers using competitive market initiatives
- Sales and service improvement
- Pricing and ROI analysis
- Risk management and fraud prevention
- Regulatory control and compliance

### Industry Solution

Business Intelligence (BI) aids organizations to avail critical insights into core business strategies and strategic policies. It reveals concealed trends, future and present obstacles that the company may not have otherwise been aware of.

CRM solutions, when implemented and integrated correctly, can help significantly in improving customer satisfaction levels. Data

mining helps the industry to analyze and measure customer transaction patterns and behavior. This can help in creating forward-looking suggestions that will help them to:

- Provide 360° view about customers
- Segment and predict behavior of homogeneous group of customers
- Identify causes of risk, create sophisticated and automated models of risk
- Uncover hidden correlations between different indicators.
- Create models to price futures, options, and stocks

### What BI can do for you?

The ability to make fast and reliable decisions based on accurate and usable information is essential to all business enterprises. Business Intelligence provides timely information about customer relations, markets, suppliers, emerging trends and patterns, thereby acting as a competitive advantage by providing right information to the right person at the right times from inside and outside the organization.

In addition to greater profitability, business intelligence provides the following business benefits:

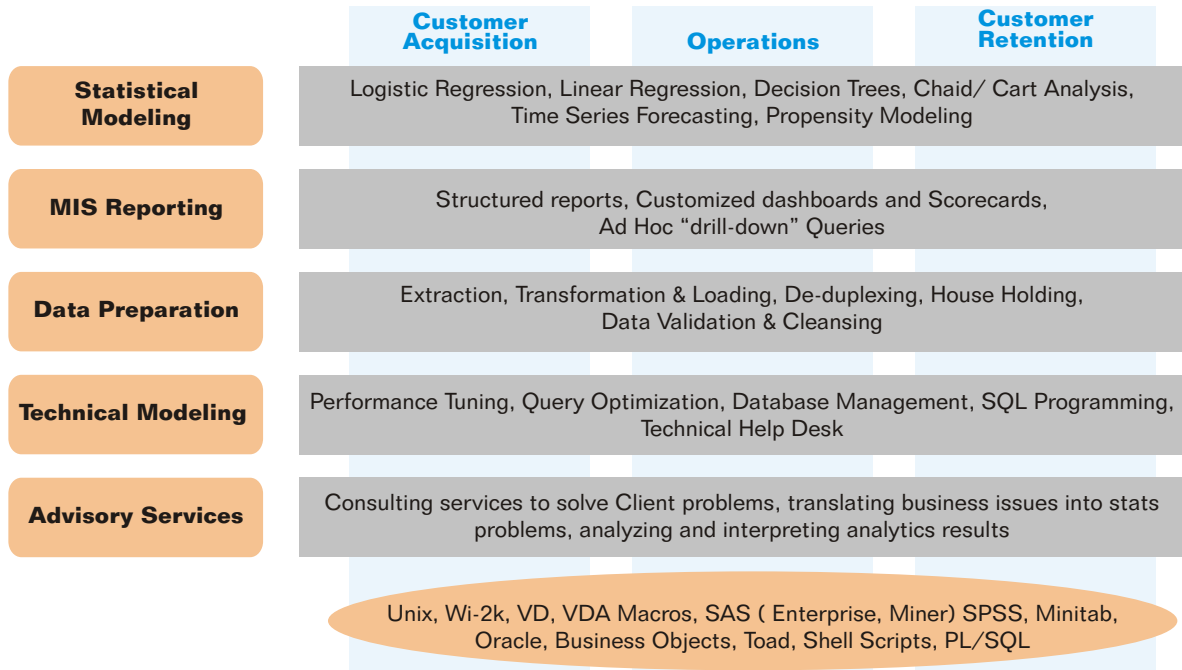
- Helps in identifying loyal customers, hence, better ability to sell services that address specific customer needs
- Differentiates organization from its competitors in the eyes of the customers
- The ability to exploit changing and widening markets
- The ability to implement a customer-centric approach focused on optimizing the lifetime value of the customer
- The ability to concentrate on financial budgeting, cost control, and risk management
- To look for new ways to minimize costs, while increasing profitability and shareholder value by effectively managing consumer relationships. cost control, and risk management

### Our Competency

The Decision Support Services team within HCL BPO works on two attributes namely Market Research and Business Intelligence. The team with comprehensive experience in web-based enterprise reporting, information delivery and management, end-user analysis, performance management, financial reporting, analytic dashboards and scorecards using Business Intelligence tools like SAS, SPSS, Business Objects and Query languages helps companies make competitive strategies right from identifying market segments till the point of customer preferences and attitudes. With varied experience in the telecom service industry HCL BPO helps companies gain valuable information from data using various analysis techniques.

# BUSINESS INTELLIGENCE IN TELECOM

HCL helps customers in their complete business management - right from acquisition of new customers to managing them effectively, to retaining them cross-sell/ up - sell opportunities. The capabilities combine both the technicalities and functionalities across the whole life cycle.



**Service Span**

- Analyzing customer database to derive customer intelligence
- Database marketing analytics to identify trends and patterns in marketing data
- Marketing research analytics in order to find relationship between customer preferences on overall product profitability
- Inventory management performance and warehouse analytics

**Service Offerings**

- Customer Analytics**
- Marketing Analytics**
- Forecasting & Econometrics**
- Pricing Analytics**
- Inventory Analytics**

- Customer Segmentation Analysis
- Customer Loyalty Analysis
- Cross-sell and Up-sell Opportunity
- Customer Life Time Value
- Customer Churn Management
- Product Preference Study
- Attribute Preference Mapping
- Market Share Simulations
- Target Market Identification
- Predict customer and market behavior
- Forecast demand for products and services
- Making effective pricing decisions
- Price/ Cross Elasticity Modeling
- Item Cannibalization Analysis
- Pricing Simulation
- What-if Scenario Modeling
- Inventory Management performance
- Analyzing Inventory Replenishment Policies
- Evaluating optimal quantity in order to minimize total variable costs

**Your Data is Secure with us:**

HCL Technologies Ltd - BPO Services is certified for BS7799 standard by British Standard Institute, India across all delivery centers located in Noida and Chennai. Information security management system of HCL practices 10 domains, 36 control objectives and 125 controls of BS7799 standard. Transition practice to ISO 27001 from BS7799 has started and will be completed within few months. HCL is also a part of NASSCOM core team to define and implement policies for information security.

- There is a 24/7 dedicated team for security monitoring
- Products like McAfee EPO, Web sense reporter, ISS/CISCO Network and host intrusion detection system etc are used for monitoring
- Paperless office
- Electronic Devices such as mobile phones, PDA etc are not allowed on the production floor.
- Random audits are conducted to ensure that the security policies are followed

HCL BPO Services is a division of HCL Technologies Limited, a Global Technology and IT Company. HCL as a group is a 31-year- old enterprise, with USD 4.8 billion revenue and 55,000 professionals who operate out of 18 countries.

HCL BPO is one of the early players of Business Process Outsourcing. With 40 customers (14 Fortune 500/ 11 Fortune Global 500), 150+ processes and 13,200+ professionals operating out of India and Northern Ireland, HCL BPO has strong domain knowledge and runs quality driven processes. HCL BPO Services ranks 3rd in Highest Satisfaction for Business Process Outsourcing by the Black Book of Outsourcing, 2007. HCL BPO Services is the largest BPO service provider in Northern Ireland and ranks 2nd in the Global Peer Group of BPO Service Providers.