

## Leading ISP, Beam Cable replaces existing box based solution with centralised solution from MagnaQuest

### Why?

- Manage distributed operations
- Support growing subscriber base
- Acquire new subscribers
- Differentiate with competition
- Meet customer service SLA
- Track defaulters
- Month end bill generation
- Manage disparate systems

### Benefits

- Single comprehensive solution
- Centralised monitoring possible
- Reduced service activation time
- Easy and accurate bill generation
- Targeted messaging
- Quicker customer service
- Interactive subscriber selfcare

### Going Forward

- Field Force Automation
- Contact Centre
- Bandwidth on Demand
- Network Breakdown Alarm
- Prepaid card model

### 360 Degree view

- Packages subscribed
- Invoices Due
- Payment history
- Broadband usage statistics
- Complaints registered
- Enquiries made by the subscriber

### Messaging to Subscribers

- Activation alerts
- Payment Reminders
- Promotions
- Password on registration
- Change in package
- Discount
- Reconnection

### Selfcare

- Online Payments
- Usage statistics
- Change Password
- Change plan
- Register Complaints

### Evaluation

Beam cable was looking to replace its existing solution which had a distributed box based solution architecture. The solution was not scalable and required a separate system to manage customer care, billing and collections. Month end billing was very complex, as huge efforts had to go in consolidating information from various systems for generating the bills. In addition, support from the existing vendor was a concern. Hence, Beam Cable wanted to replace the system with a centralised solution which can handle packaging, billing, collections, customer care & Self care. After detailed evaluation, MagnaQuest was finalised for its experience in handling the requirements of emerging operators, centralised architecture and ability to handle post paid and prepaid billing along with customer care.

### MagnaQuest Solution

A dedicated project team was formed comprising of experienced professionals from MagnaQuest and Beam Cable to discuss the business rules and billing requirements. A detailed deployment plan was chalked out with clearly identified schedule, roles and responsibilities for both MagnaQuest and Beam Cable project teams and required infrastructure was set up for deploying MQSubscribe.

MQSubscribe replaced the existing solution and enabled Beam Cable in managing its operations centrally. Now, Beam Cable can define diverse service plans with time-based and volume-based rate plans in centrally located servers and market them to the subscribers spread across different regions. Now, they can even define multi-layered taxes, which include state tax and local tax definitions.

On provisioning front, MQSubscribe was integrated with Redback's policy manager, NetOps, for usage based billing and providing usage statistics to its customers on web. Beam Cable is now able to send bills on mobile & e-mail.

## Case Study



### ROI

While saving on operational expenditure, Beam cable is generating more revenues by introducing innovative service offering, easy payment methods, payment reminders, defaulter follow up, and plugging revenue leakages in service usage. The productivity has increased as the operations have become easier and simpler, as briefed under:

### Service innovation

- Value-added services like Bandwidth on Demand for providing high bandwidth access in short intervals are possible.
- Rate plans with peak, off-peak, time and volume based rating.

### Franchisee /Reseller Management

- Order booking
- Credit limit enforcement without PINs

### Customer Care automation

- 360° view of Subscriber information to the CSR, which gives instant access to the Package subscribed, CPE owned, Invoice & Payment history, Usage statistics, Tickets, Enquiries made by subscriber.
- Ticket prioritisation and escalations for immediate & effective resolution of subscriber complaints

### Subscriber delight

- Online service ordering
- Online payments available

### Future Developments

- Empower field staff with hand held devices to do remote transactions, like installations, collections at subscriber premise.
- Planning to launch integrated voice recognition solution to improve customer care productivity and better customer service
- Auto Alarm on network Breakdown
- Prepaid cards for its future wireless service

### Subscriber 360° View

The screenshot displays the 'Subscriber 360° View' interface. At the top, there's a navigation bar with 'Admin', 'Select Language', and user information. Below it, a 'Subscriber Enquiry' section shows search criteria like Account No. (104192) and Smart Card No. (DECODER). The main content area is divided into several sections: 'Subscriber Info' (Status: Active, Balance: Rs 392.3 Dr), 'Agreement Info' (Start Date: 04/24/2009, End Date: 12/30/2009), 'Recent Tickets' (one ticket for INSTALLATION), 'Recent Notes' (Subscriber payment is received), 'Recent History' (payment received, work order generated), 'CPE Info' (CABLE MODEM), 'Recent SOAs' (No Details Exist), and 'Custom Info' (CUSTOMER1, CUSTOMER2).

### Beam Cable Systems:

Beam Cable is a leading cable Internet provider in Andhra Pradesh with highly diversified product offering, including, Home Users, SMEs, Corporates and also provides customised Internet & Networking Solutions. Beam Cable offers internet services through Bi-Fi (Beam Internet on Fiber), a solution designed around Fiber Optics. Beam's BiFi Fiber Grid is a fully managed 3000 Km Optical Ring designed to deliver High Speed and Reliable connectivity

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