

Overview

Customer life cycle management typically involves customer acquisition, introduction to products, cross and up selling of products, lapsed customer win back by capturing, analyzing and reapplying the customer metrics from all of these phases.

Netxcell life cycle management platform achieves this with a combination of separate modules that embodies each of the above mentioned phases of the CLM (customer life cycle management). It comprises of:-

- An xml based java application run time that executes and applies the business rules to the CLM process
- Access and delivery channel module that gives diverse selection of I/O channels like USSD, SMS, OBD/IBD/IVR, Web / WAP, for presenting the products and services to the customers
- A network abstraction module that makes the integration with billing and provisioning interfaces flexible.
- A graphical pack creation and management module that allows the operators and service providers to easily create multiple benefit and price combinations.
- A flexible web based MIS interface for creating highly customized reports.
- A business intelligence module that captures and applies the learning from the customer usage behavior to the introduction and cross and up selling of products.

The LCM platform also allows creation of sachets of various service offerings like GPRS, Voice, SMS, and various value added services on GPRS like streaming, time or volume based internet access etc., various value added services on voice like CRBT etc. The purpose of creating sachets offerings is to replicate the success of sachets offers in the commodities market like shampoo, tooth paste etc. As the majority of subscribers are pre paid, with very little balance and recharge denominations and also with the complexity of measuring usage and billing, especially on the GPRS side, there is a

general reluctance to use these services. Sachet pricing (also known as packs as they may combine multiple benefits)

Features

- Flexible, rules based, graphical environment for creating business logic
- Interactivity and multiplicity of access and delivery channels
- Flexible, graphical interface for creating packs of benefits, with different validities, renewal options, parking logics etc.
- Common for all services and products like GPRS, MMS, Voice, or any other enterprise product offerings
- Multiple billing options with integration to IN systems or payment gateways
- Supports diameter based real time billing
- Can be deployed in pull or push based models
- Provides flexible web based MIS creation and delivery framework allowing easy customization of MIS reports and scheduling delivery of the same via web interface, email and sms alerts
- Provides graphical service and hardware level monitoring modules for ease of operations and troubleshooting.
- Roadmap for completely customizable reports available in real time: Q3 2011
- Roadmap for rules based customer usage analysis and subsequent information / delivery / discovery personalization: Q4 2011.

Benefits

- End-to-end GPRS provisioning system
- Completely automates the GPRS system
- Accurate billing mechanism
- Enhances ARPU of pre-paid customers
- Efficient tracking of errors by status flags