



Case Study
Billing and Customer Care
presented at
B&CC India 2004



by Mr. Ankur Lal
CEO – Infozech Software Ltd

ankur@infozech.com



Agenda

- Significance of Billing & Customer Care
- Market Situation
- Case study
 - Customer Background
 - Customer Requirements
 - Solution Overview
 - Enhanced Features
- Benefits to Customer
- About Infozech



Significance of billing and customer care

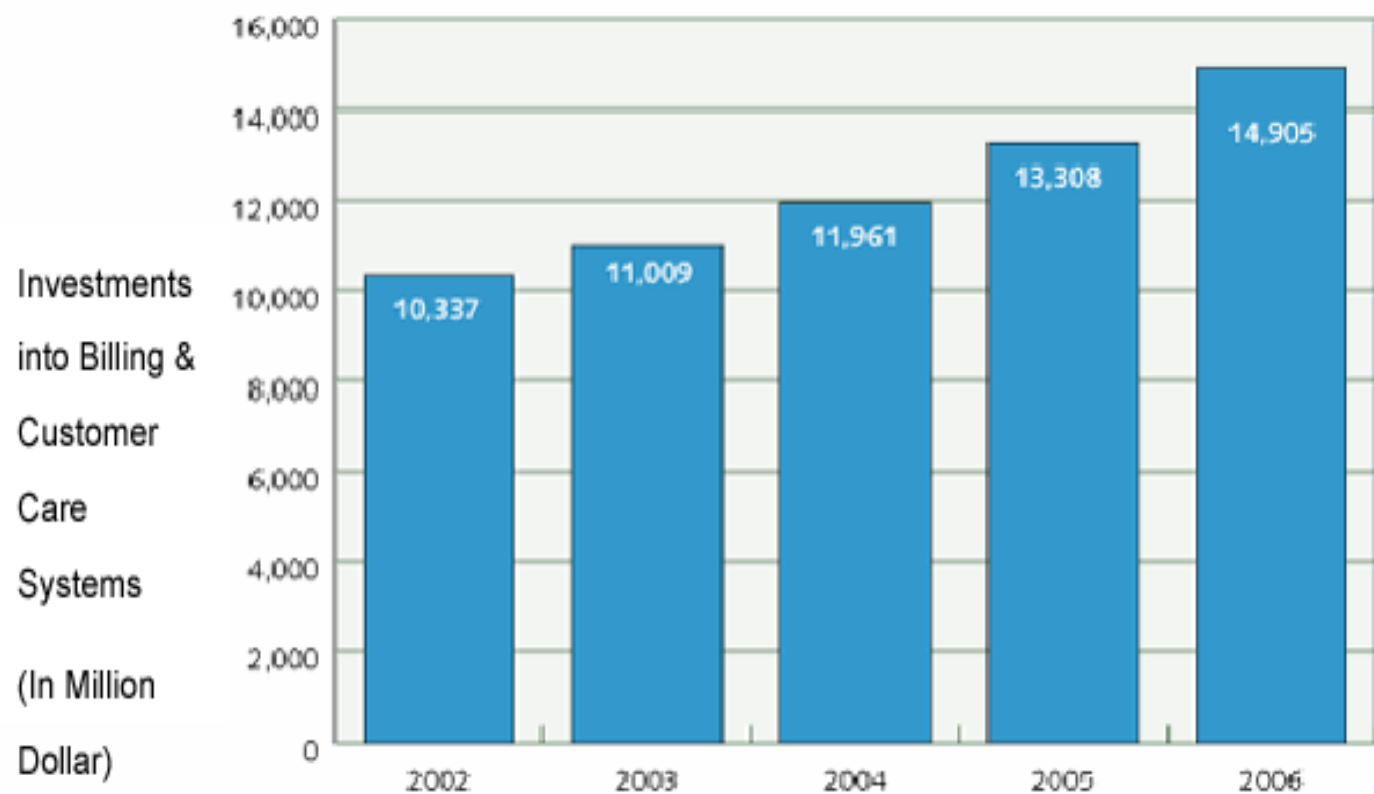
Telecommunication operators today have a very challenging situation:

- Drastically reducing budget
- Pressure of introducing newer services
- To build customer loyalty, reduce churn
- To improve operational efficiencies
- Find ways to increase ARPU

For all this, an effective CRM & Billing solution is essential

Billing and Customer Care investment forecast

Source: the Yankee Group, 2003





Case Study

Deploying Next-Gen VoIP Services

iBattle - Japan



Background

- iBattle provides IP based calling services in Japan, China & Korea.
- Equipment Mix of Vocaltec & Cisco




&





Requirements

- iBattle had plans to offer turnkey switching and call control features using CISCO VoIP equipment.
 - Time – impending FIFA World Cup 2002 was taking place in Japan & Korea in summer 2002.
 - Budget conscious – had a budget of <\$100k for a capacity of about 3 million minutes per month.
 - Multi-Lingual IVR– people speaking Japanese, Korean, Chinese and English would interact with the system.
- 



Requirements contd.

- CISCO AS gateway should work as a switch to convert PSTN to IP, route calls.
- IVR enabled call control on AS gateway to accept source information, validate it, accept destination information and disconnect call at end of credit tune.
- Ability to monitor the number of calls going through the system in real-time.
- Ability to offer PIN-less prepaid access via ANI (CLI) authentication.

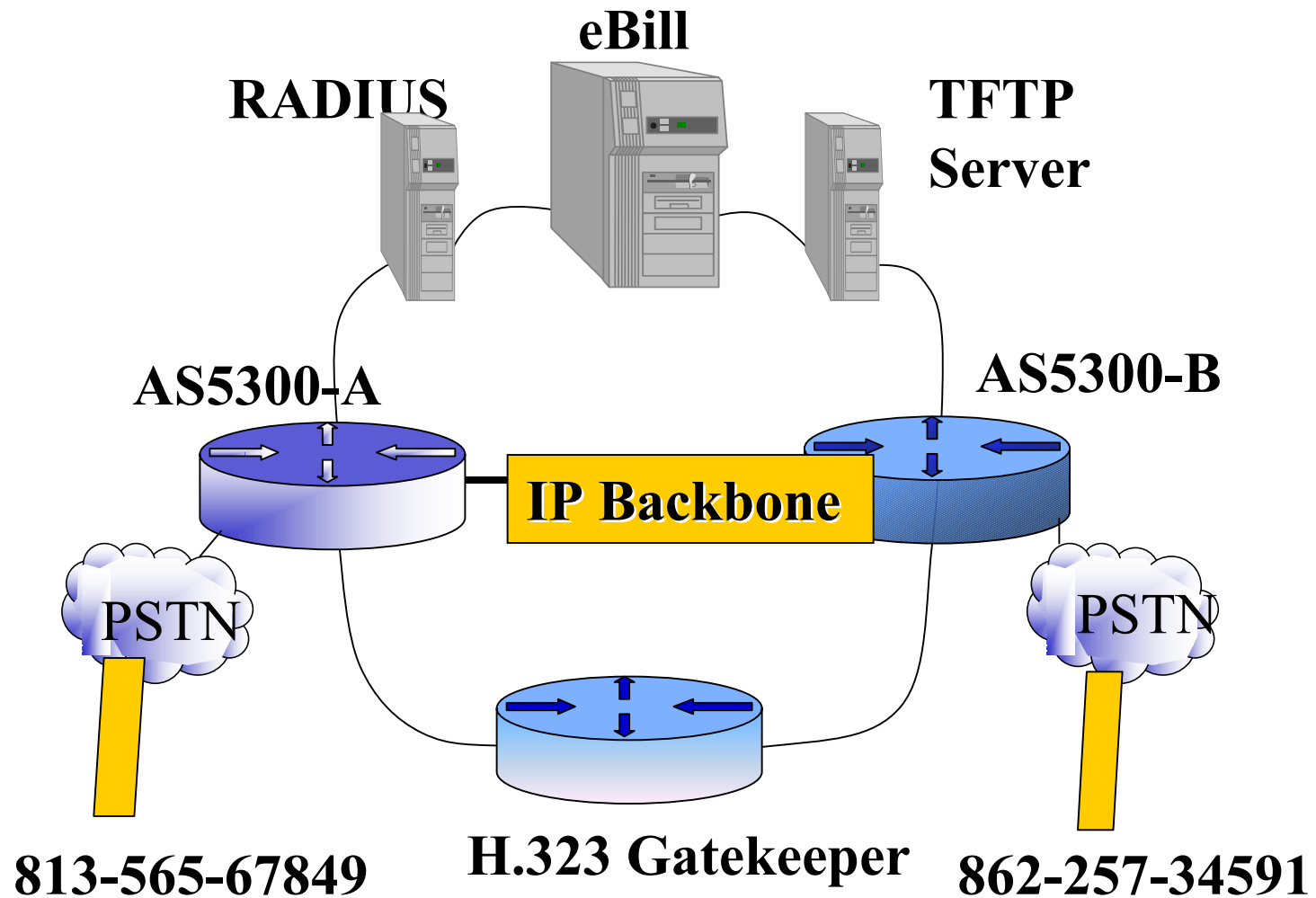


Solution Overview

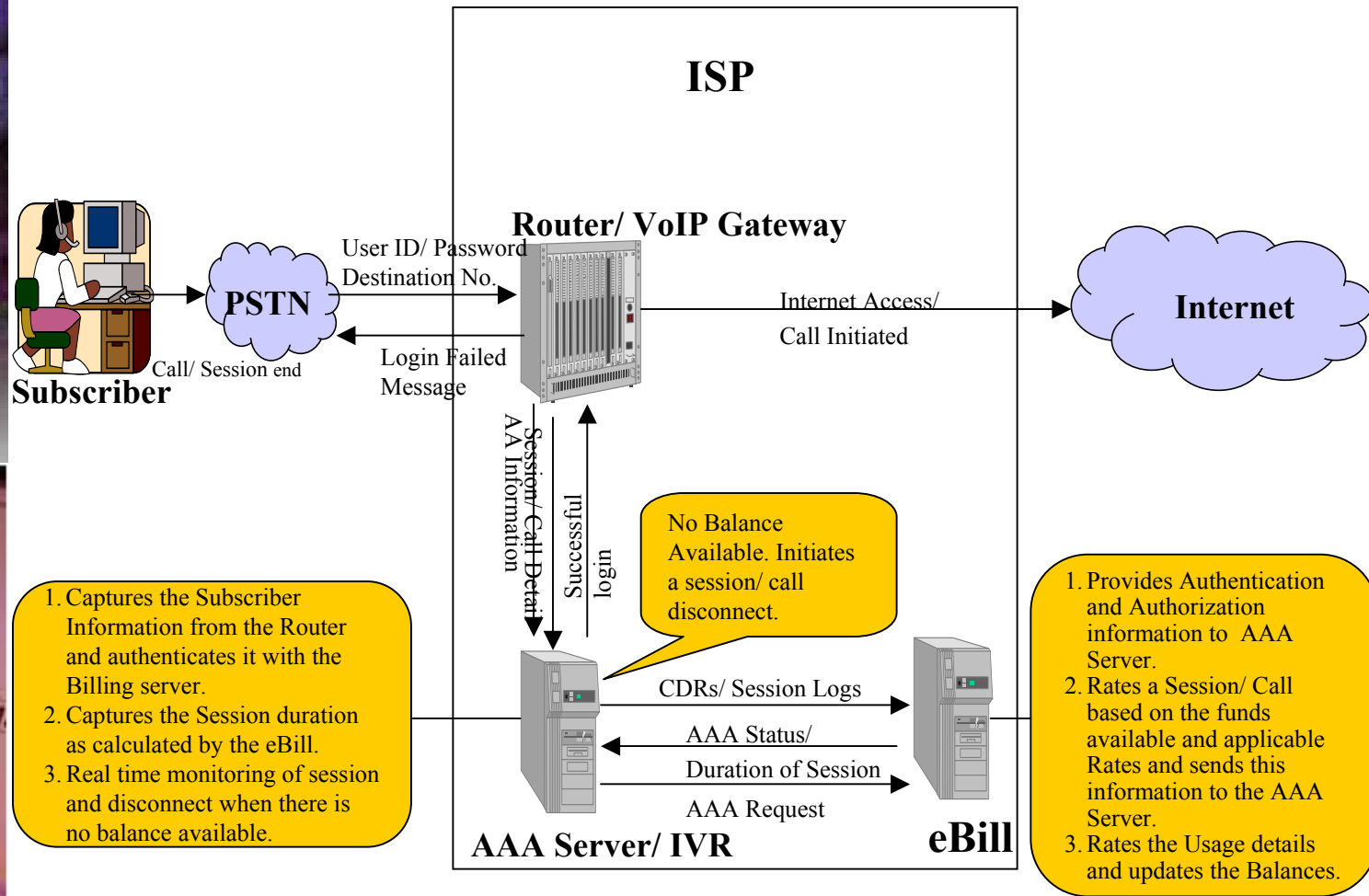
- Multi Lingual IVR – to be available in Japanese, Korean, Chinese and English.
- Multiple CISCO gateways connected to centralized Radius for Call Routing
- Virtual Pin – Accepts upto 9 ANIs on a single prepaid account – very good to promote usage on cell phone, home, work etc.



Network Architecture

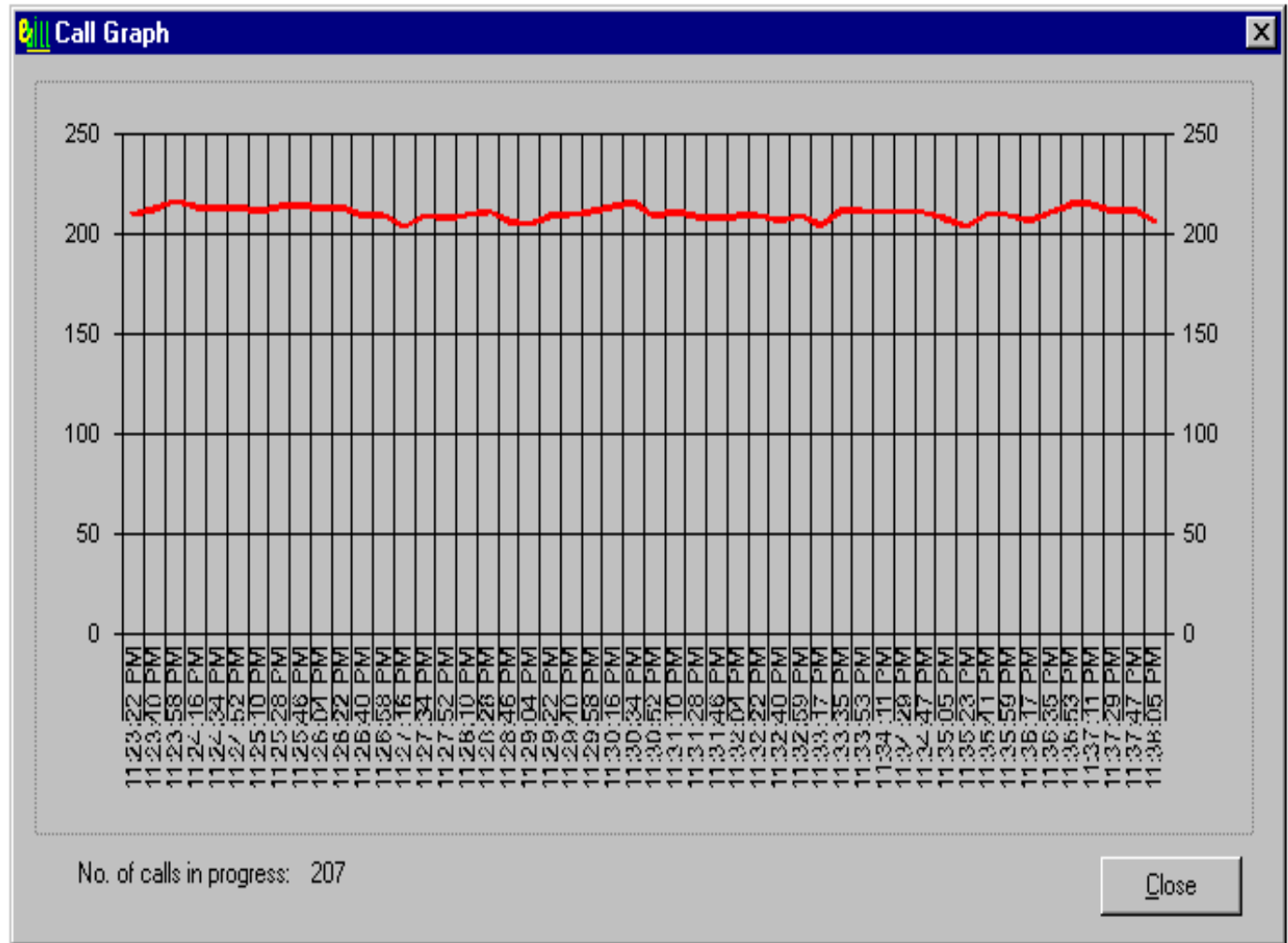


Call Flow




AAA: Authentication, Authorization & Accounting

Call in Progress Graph



Call in Progress List



Calls in progress

Calls In Progress List

Sequence #	Account #	Call start date	DNIS #	ANI #
<input type="checkbox"/> NCC000000100081867	7178454	1/5/2004 10:26:33 PM	9256	08050241616
<input type="checkbox"/> OSAKA000000100006151	2491983	1/5/2004 10:26:32 PM	2075	09097098504
<input type="checkbox"/> NCC000000100233837	7815782	1/5/2004 10:26:29 PM	9257	09083184348
<input type="checkbox"/> ZYCOM000000001099452	1710687	1/5/2004 10:26:29 PM	9568	08034187402
<input type="checkbox"/> NCC000000100245797	2828974	1/5/2004 10:26:25 PM	9256	8111111111
<input type="checkbox"/> Aicom000000010001299	8832394	1/5/2004 10:26:24 PM	7849	81223344
<input type="checkbox"/> NCC000000100184911	5769729	1/5/2004 10:26:21 PM	9568	09029428538
<input type="checkbox"/> ZYCOM000000001096528	5168391	1/5/2004 10:26:19 PM	9567	08050423318
<input type="checkbox"/> NCC000000100177063	2614721	1/5/2004 10:26:13 PM	9568	0353917776
<input type="checkbox"/> NCC000000100117714	9198387	1/5/2004 10:26:10 PM	9568	0356947148
<input type="checkbox"/> ZYCOM000000001058436	1616080	1/5/2004 10:26:07 PM	4340	09027619053

No. of calls in progress: 152

[Release lock](#) [Cancel](#)



Enhanced Features

- Specialty Rate Plans – ability to rate call at different rates. First 5 minutes of call at Rate A, next 5 minutes at B, balance time of call at C.
- Roaming - Add surcharges or charge different rates, depending on point of access.
- Ability to see calls made, CDRs via web.





Enhanced Features contd.

- Real-time call tear down when out of credit balance
- Generate traffic reports.
- Transfer balance from one card to another.
- Complete prepaid business management card generation, Activation, De-activation.
- Post-paid management for corporates.





Benefits to Customer

- Low Cost deployment.
- Reduced time-to-Market – could launch service immediately.
- ROI – volume has grown 100 folds to 5 million minutes (100, 000 PINs) in 18 mos.
- Built in Fraud Protection for credit – Prepaid Management.





About Infozech

- Provides Telecom Services and Billing Solutions.
- ISO 9001 Quality Certified.
- Offices in Virginia (USA) & New Delhi.
- Customer base in APAC, Europe & US.



Product Offerings

- eBill
- iCAS
- PMS

ASP Offering



Partners



Clients



Billing World, USA
chooses Infozech as
part of the **top 40**
Billing Solutions for
consecutively 2 years
– 2000 & 2001

THANK YOU

www.infozech.com

Economic Times chooses
Infozech part of :
**"Ten Cutting - edge boutique
firms that are part of the next
Indian IT waves"**