



# Delivering Great Customer Experiences

Wipro helped Telenor India, a leading mobile operator, achieve best-in-class service reliability and assurance by reducing IT incidents by a whopping 89%

## Industry landscape

The Indian Telecom industry is on the threshold of the digital era, serving over 1 billion customers and ~400 million Internet users. The exponential growth is driving a demand for defect-free services that are best-in-class and at the same time, optimizes resource utilization to keep costs under control.

## Client background

Telenor Group is a major global mobile operator with ~203 million mobile subscriptions, of which over 52 million are from the flagship Telenor India. The subscriber base is the result of a unique distribution system and an unmatched customer-centricity approach.

Telenor India is in line with Telenor's global strategy for growth and value creation. Its ambition is to create a strong position by offering affordable services in mass markets. Telenor India is also moving towards becoming a Digital Services Provider with a commitment to provide world-class data and Internet access experience to subscribers.

## The opportunity

Telenor India, in order to enrich and enhance customer satisfaction, aimed to provide best-in-class IT service assurance to its customers by enabling seamless business IT transactions and enhanced service availability.

The client's concern was that every IT incident was contributing to disruption in services, which led to end-user dissatisfaction and even revenue loss in certain cases. Telenor was looking for a 50% reduction in IT incidents.

## Solution

The integrated team of Telenor and Wipro took up the opportunity to address the humongous challenge. A 360° approach was taken to evaluate each IT incident to get deeper insights into its pattern, frequency and cause, covering all aspects of people, process and technology. Wipro held 20+ brainstorming sessions with SMEs and the client, covering 27+ applications and business processes. Incident reduction solution approach included:

- Multiple interactive sessions with IT users to understand their challenges and suggestions
- Extensive utilization of FMEA, Pareto Analysis, Fishbone, 5WHY, 5S and mistake-proofing tools for RCA, corrective & proactive actions
- Transformation from System-centric to Business process-centric ticket login approach
- Proactive monitoring by identifying and implementing business transaction trend, queue pendency alerts for faster detection and resolution of issues
- Fine tuning DB queries for continuous performance improvement
- Trend-based visual board implementation for critical business processes like Activation, Recharge and Commission
- Optimization of 20+ reconciliation and revised periodicity along with implementation of auto notification for data corrections
- 15+ KT sessions to IT Service Desk and IT domains
- Exigency matrix-driven change control approach to minimize unplanned changes

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## Business impact

The approach led to remarkable reduction in IT incidents leading to higher quality of service delivery, enhanced service assurance and reliability, which resulted in enhanced customer satisfaction.

- 89% reduction in user tickets inflow over a period of 2 years
- ~15% increase in optimization of resources

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Congratulations and thanks to the entire Telenor and Wipro team that has reduced the subscriber tickets by 10 times in two years. This has reached the magic three-digit figure now and is also reflected in zero IT detractor in NPS. Keep up the good work.

### **Avinash Mittal**

CIO, Telenor India

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## About Wipro Ltd.

Wipro Ltd. (NYSE:WIT) is a leading information technology, consulting and business process services company that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360 degree view of "Business through Technology." By combining digital strategy, customer centric design, advanced analytics and product engineering approach, Wipro helps its clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, Wipro has a dedicated workforce of over 160,000, serving clients in 175+ cities across 6 continents. For more information, please visit [www.wipro.com](http://www.wipro.com) or write to us at [info@wipro.com](mailto:info@wipro.com)