Order Management: Telco Ensures Efficiency with Flawless Execution

A leading communications service provider implements an order tracking mechanism to reduce cycle time, enabling savings of USD 1.38 Million annually

Client Background

The client is a leading UK-based communications service provider with operations in around 180 countries. It provides fixed-line services, broadband, mobile and TV products, and networked IT services.

Industry Landscape

Telecommunications focuses heavily on customer retention in the face of dwindling revenues and extremely competitive space. Timely order fulfilment needs to be flawlessly executed for early revenue realization with increase in end user satisfaction.

Opportunity

The client's order management journey lacked efficient processes, leading to delays in delivery. The Customer Premises Equipment (CPE) team managed end-to-end CPE delivery and installation on the customer site after ordering CPE from suppliers. However, the CPE processes were non-standard and manual. There was no mechanism to track the progress of the order, which resulted in delay of CPE delivery from suppliers and task closures by order managers. This led to escalations from the customer. The CPE team also had to invest additional effort in chasing suppliers and closing tasks for delayed CPE delivery.

Solution

Wipro implemented a tracking mechanism in the form of a Project Pipeline Report (PPR) tool. This tool helped extract data on near real-time basis from the CRM system and tracked the progress of the entire order lifecycle flawlessly. With this tool, the CPE team could raise an action/reminder by date to track supplier deliveries. Reporting in the tool enabled analysis of probable failures and delays, and a trend line for geography and supplier timelines could be established. This helped the team reduce additional efforts in chasing suppliers in the form of emails/calls/chats and take further actions to complete the process as quickly as possible.

Business Impact

Wipro's solution positively influenced the delivery timelines of orders, giving the client the ability to fulfill orders before time.

- 51% reduction in cycle time for Hardware, Installation, and Maintenance types of orders
- Early revenue realization of $1.38 Million per annum on account of reduced cycle time
- Improved customer satisfaction

"Our solution made an impact on non-standard CPE delivery timelines resulting in faster delivery to customers, reduced cost and increased revenue for the Telco. The key differentiator was supplier management with analytics. It has delivered cycle time benefit of over 32% across all orders, as a result providing early revenue realization of $1.38 M"

Swapneel Phadke
Associate Vice President – Operations, Business Process Services, Wipro

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