

# ROSTELECOM – ARMENIA

CASE #5

## «BSS Solution»

### PROJECT SCOPE

The Operator's network, which covers more than 80% of the territory of Republic of Armenia and spreading for over 3000 km. As one of the leading telecommunications companies, it provides Internet access, Fixed telephony and new generation IP TV and OTT services to both physical and corporate clients.

### THE CHALLENGE

A Need for a solution, which enables a telecom company to manage billing, charging and invoicing processes of a rich basket of services while improving customer-service standards and enhancing customer experience.

### RESULTS

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- Overall business process efficiency improvement
- Easy creation of individual and custom pricing schemes, fast and efficient launch of new convergent services, tariff optimization and as a result time-to-market reducing
- Less time needed to solve problems thanks to the simplification of the system operators' working environment, and as a result better efficiency in customer service and Customer Experience improvement

### SOLUTION

OSG Billing flexible Customer management solution allows to effectively manage key business processes, beginning from the customer's first request, following him through the Order and Payment, Service Activation, Request and Change, Problem and Solution steps, providing him an excellent support.

In order to improve the level of Customer support, the OSG Billing Solution comes with a built-in messaging functionality as well as a self-care portal for users, that enables subscribers to acquire new offers and upgrades, access their accounts, change tariff plans, view recharge details, recharge accounts, view and pay invoices. In conditions of strong competition on the telecom service market, provider's Sales and Marketing come up with new product offerings, which should be implemented and launched immediately.

As a result, flexible pricing algorithms have become the core of **OSG Billing Tariffs Configurator module**.

Creating new product offers and specifications through the product catalog, it handles almost all tariff types:

- pre-paid and post-paid,
- multi-service bundles or one-service,
- one-time and time-based,
- event and volume based, etc.

This has led to implementation of special offers, which were recently presented to the market, such as:

#### «Double forsage» offer

getting Wi-Fi activation and double high-speed Internet throughout 1 year in case of subscribing to one of the tariff packages.

#### «New Year» option

for existing customers offers

- 55 additional
- TV-channels;
- 2,5 x internet speed;
- Gold and silver phone numbers and
- 100 newest movies if you subscribe between 31 december and 31 january

#### «Student» offer

during the first academic month each student gets high-speed internet together with the best TV-Channels and 100 movies in the package, and also stays in touch with friends by superb landline phone service.

And in combination with the special offer «**Champion**» the student gets Internet with doubled speed (50 Mb/s) for a whole year.

#### «Invite a friend» offer

Just invite a friend by simply giving invitation cards to your friends or relatives. In case of their subscription not only you, but also your friends will receive TRIPLE speed of the Internet service for 1 year.