DTH B2B Selfcare

Selfcare Platform for DTH B2B Customers

Engagement Overview

Ezeiatech partnered with Bharti Airtel, India's largest telecom service provider, to develop selfcare platform for DTH B2B customers. The objective of the engagement was to take the B2B customers online for plan and connection management, online payments and invoicing.

About the Customer

Bharti Airtel Ltd. is a leading global telecommunications company with operations in 18 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed home broadband , DTH, enterprise services including national & international long distance services to carriers.

Business Challenge

Airtel has tied up with many hotel chains and individuals through the B2B and B2C channels respectively to provide DTH services. There problem in the B2B channel was lack of common online platform to manage the entire network of DTH service at a particular facility like office, hotels or apartments.

Ezeiatech team engaged with Airtel DTH business to audit their entire B2B channel framework in order to come up with a feasible and scalable solution. There was no flexibility to make customizations in a few set up boxes out of the entire cluster. Moreover, keeping tab of 100s of boxes is an impossible task for a human simply on a piece of paper. Issues like monthly payments, deactivation of a few boxes, personalized plans were the major issues identified and addressed.
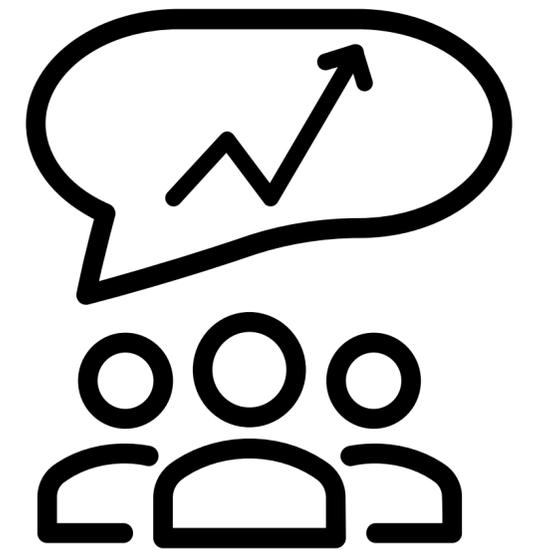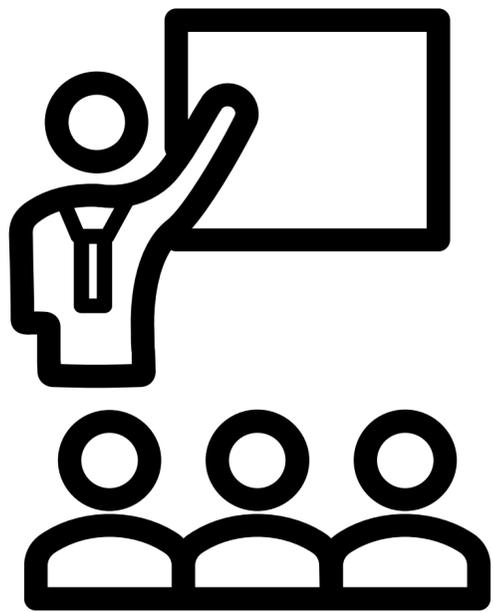
Business Solution

Bharti Airtel didn't become successful just by following a mainstream approach, but rather adopted technology that help them stand apart from their competitors. As the demand for DTH subscription has been booming like none before, Ezeiatech assisted airtel to pave the way for Airtel B2B SelfCare platform. The platform is the ultimate integration of features, customizations and personalization by providing the linkage for each connection out of the entire network of set up boxes for the large-scale business partners. The following amendments and features attribute towards the robustness of the platform.

Overall collation plan and robust feature integration.
- ✓ All connections in a particular cluster were easily accessible and visible using tags.
- ✓ Channels are highly customizable with the type of package at room level.
- ✓ According to the usage of the DTH subscription, certain connections could be suspended temporarily.
- ✓ The platform would enable the provision to part-full payment according to the requirement.
- ✓ GST invoices could be easily downloaded for records and maintaining revenue streams.

TECHINCAL EXCELLENCE

01
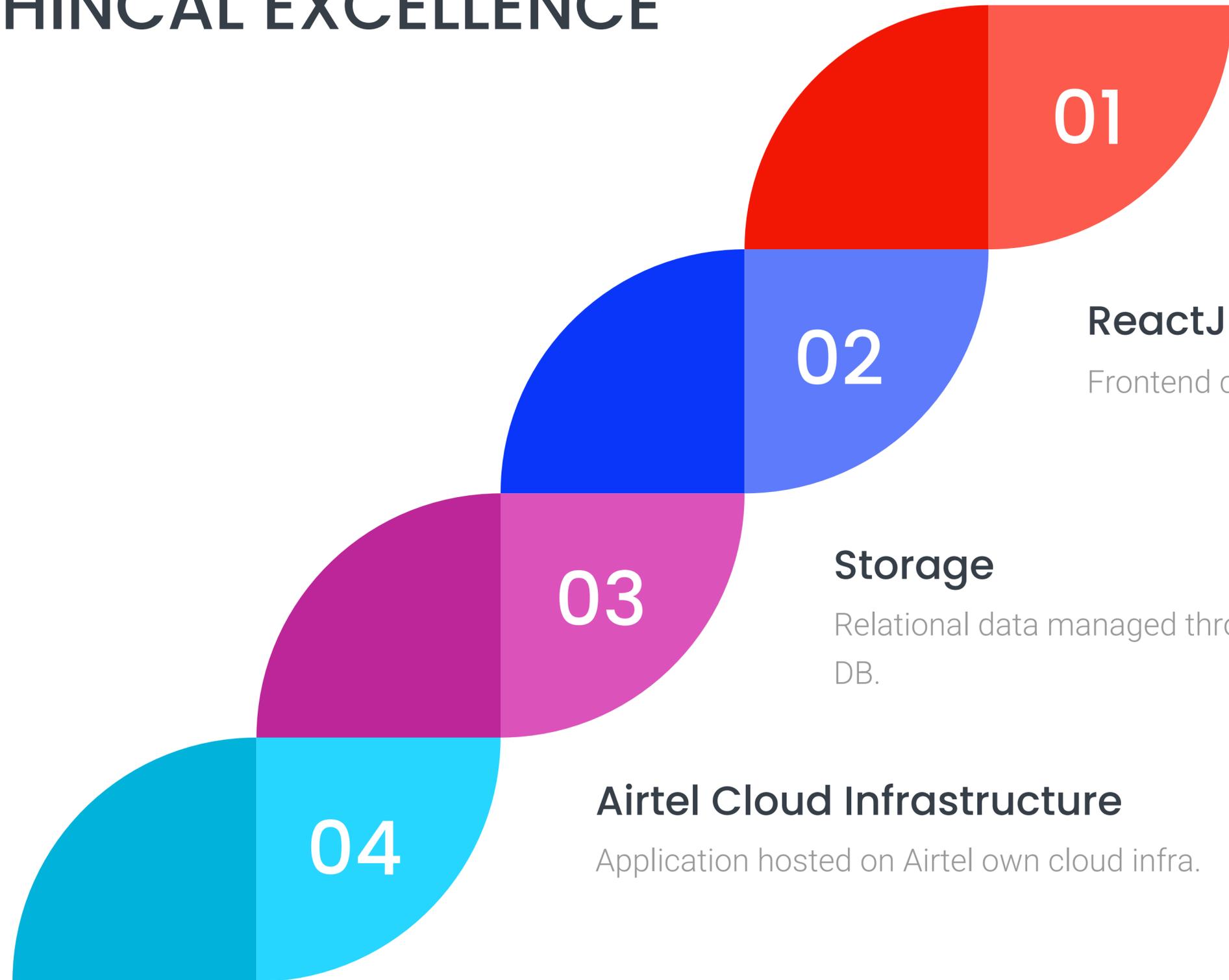
Java Microservices

Backend built using Java & Springboot microservices.

02

ReactJS Frontend

Frontend components built using ReactJS

03

Storage

Relational data managed through MySQL DB.

04

Airtel Cloud Infrastructure

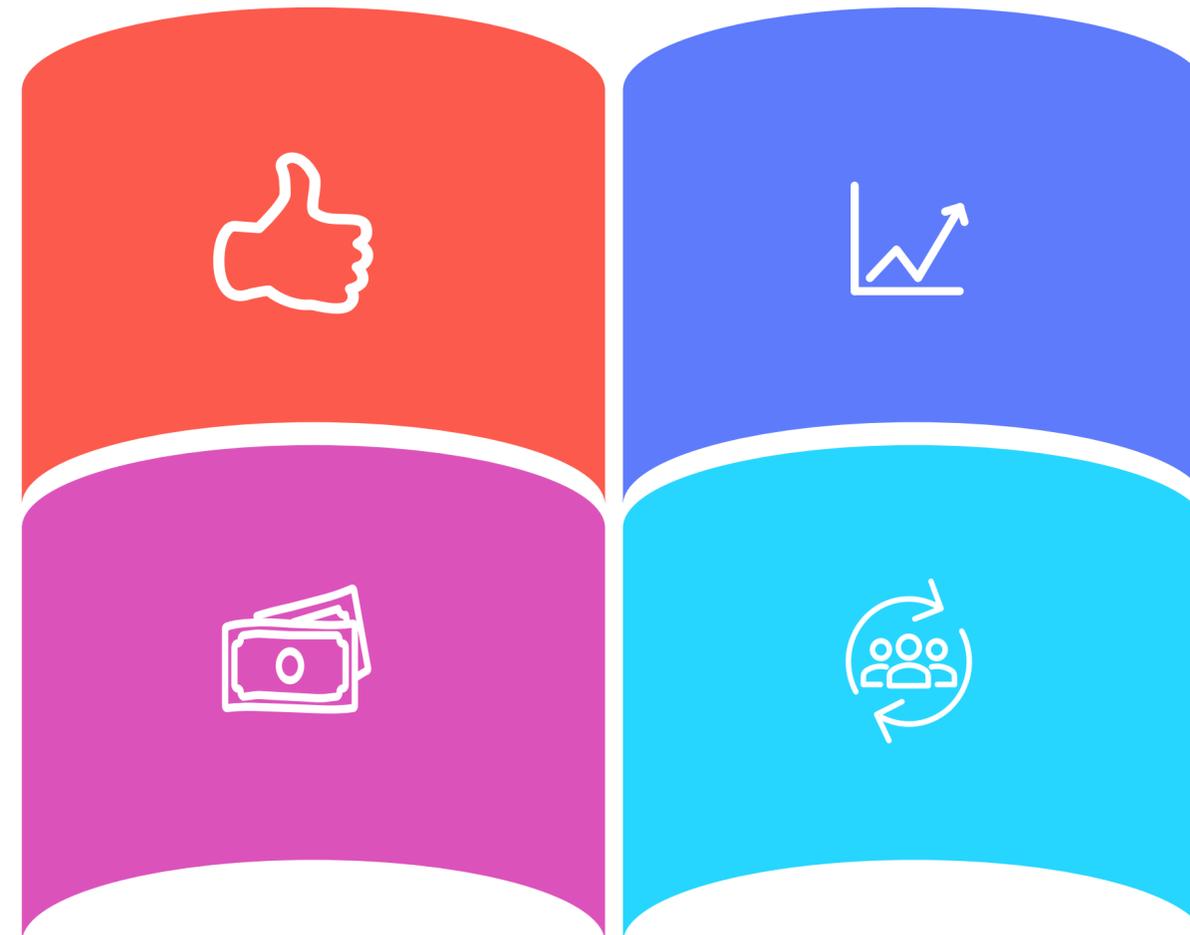Application hosted on Airtel own cloud infra.

BUSINESS OUTCOME

Customer Experience

Significantly enhanced the B2B customer experience through changing the way they use to interact with business

Operational Cost

Reduction in the cost of running B2B business due to reduction in support staff
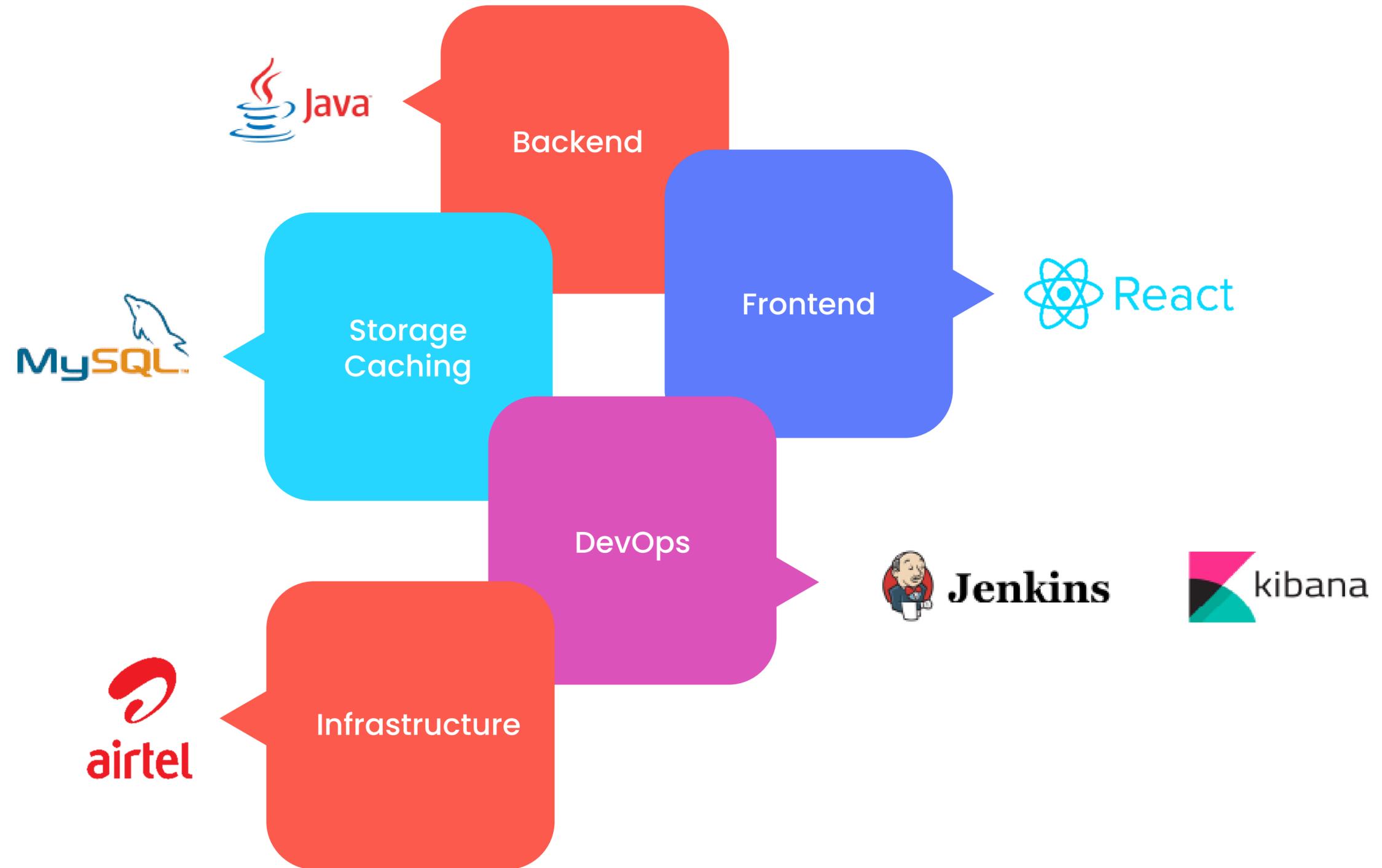
Revenue

Helped business to tap on revenue leakage due to customer churn

Agility

Go to market timeline is reduced significantly due to high configuration control in the app

TECH STACK

GET IN TOUCH WITH US

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