

Case Study

Telecommunications Sector

systems

Global **telco leader**

digitizes its bulk
order management
system



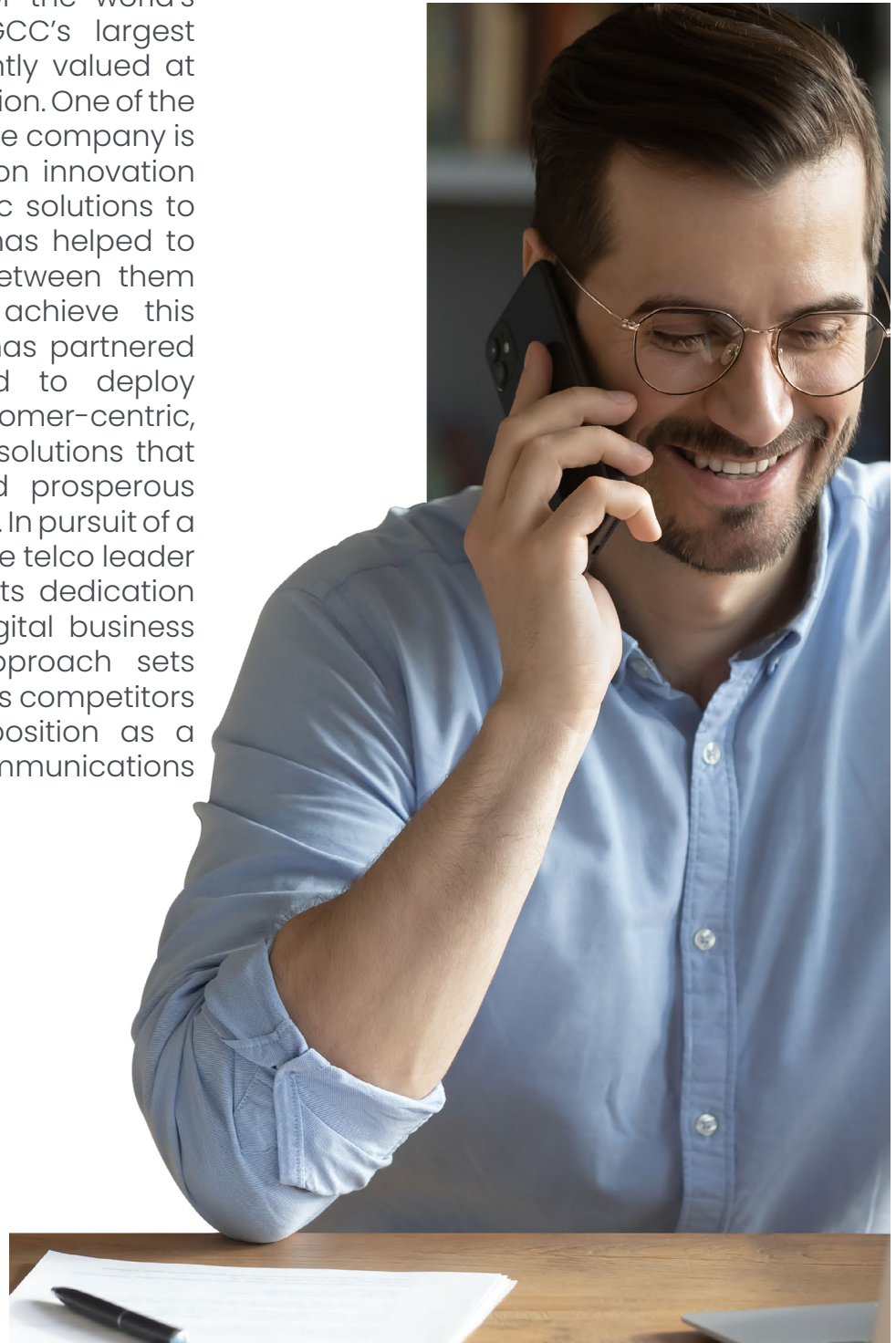
At a glance

Our client, the world's leading telecom brand, was facing a challenge stemming from its legacy IT infrastructure. To revitalize their order management system, Systems Limited employed its expertise to upgrade the current infrastructure and business platform, providing the telco provider's customers with a more efficient and streamlined experience. With real-time updates, customers can easily create and stay informed about their order requests. The new system also ensures end-to-end delivery and provides inventory updates, delivering a seamless experience for customers and a more effective servicing process for our client. By addressing this challenge head-on and implementing an innovative solution, the client has once again demonstrated its commitment to staying ahead of the curve in the telecommunications industry, continuously enhancing its service offerings to meet the evolving needs of its customers.



About the client

Since its formation, our client, a renowned telco services provider, has continually set higher benchmarks each year, setting itself far ahead of its competition. With a 155.4 million subscriber base spanning over 16 countries, the leading industry behemoth has been crowned the World's Strongest Telco Conglomerate. As the first government-owned telecom brand in the MEA region, our client has been awarded the prestigious title of the world's strongest and the GCC's largest telecom brand, currently valued at an impressive US\$12 billion. One of the standout features of the company is its unwavering focus on innovation and providing futuristic solutions to its customers, which has helped to build strong bonds between them and the brand. To achieve this goal, the telco giant has partnered with Systems Limited to deploy cutting-edge, customer-centric, and disruptive digital solutions that ensure a secure and prosperous future for the company. In pursuit of a formidable portfolio, the telco leader remains steadfast in its dedication to state-of-the-art digital business technologies. This approach sets the brand apart from its competitors and establishes its position as a leader in the telecommunications industry.

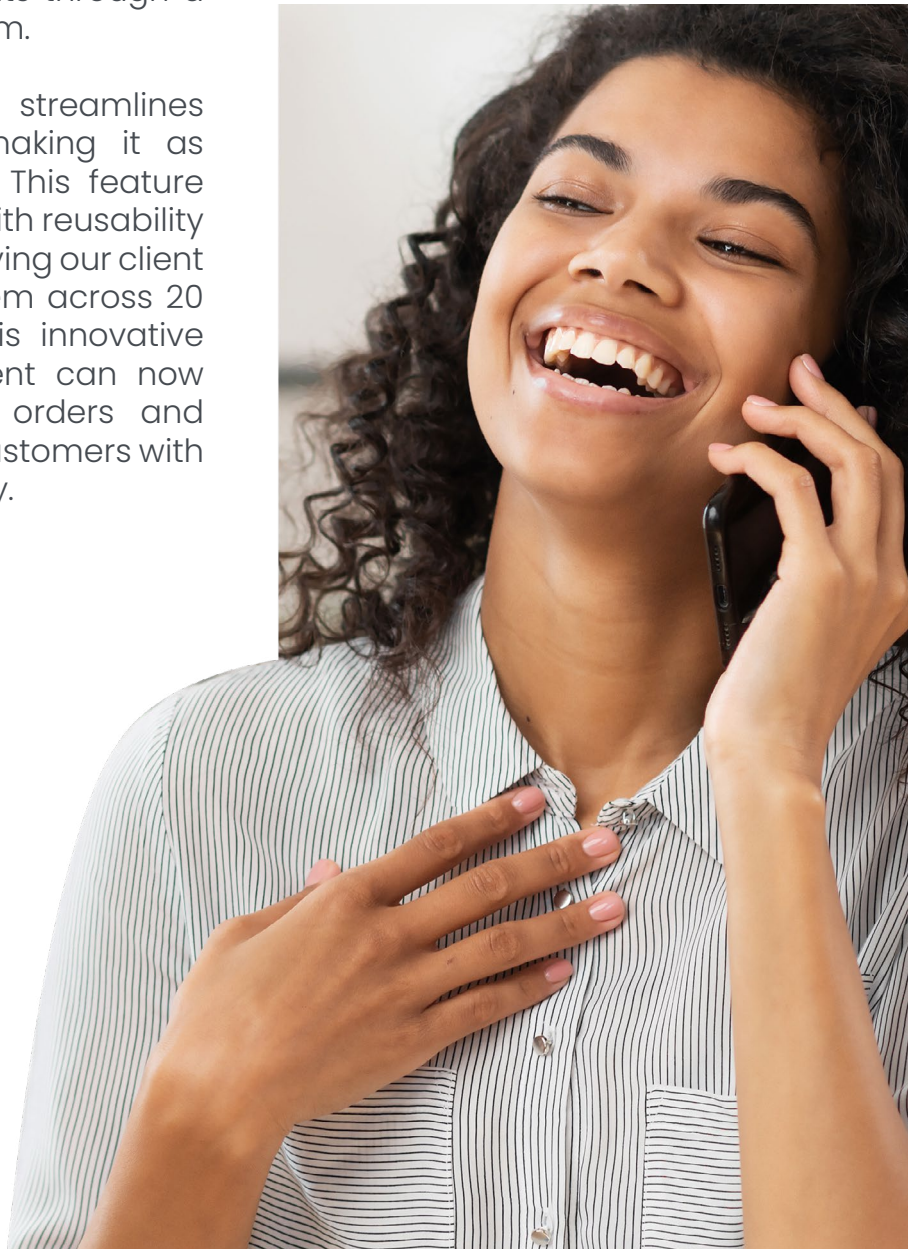


The challenges

Relying on outdated bulk order management systems can result in unnecessary delays, and negatively impact on a company's ability to compete in the marketplace. Our client, recognizing this challenge, sought out a more efficient and cost-effective solution to improve its operations and attract more business.

To address our client's issues with legacy bulk order management processes, Systems Limited proposed a comprehensive roadmap to overcome these challenges. The suggested solution, named Business Eagle, is a digital bulk order management system that automates the process of requesting Eagle services through B2B channels. This system enables end-to-end delivery and real-time inventory updates, while also allowing customers to create and manage their accounts through a single, user-friendly platform.

Moreover, Business Eagle streamlines bulk request handling, making it as simple as plug-and-play. This feature also provides the system with reusability across multiple projects, giving our client the ability to use the system across 20 different projects. With this innovative solution in place, our client can now effectively manage bulk orders and meet the demands of its customers with greater ease and efficiency.



Our unique approach

The standout telco operator has expanded its service offerings with a new solution designed to provide exceptional value to stakeholders. Systems Limited played a pivotal role in deploying an automated bulk order management system. The key features of solution are as follows:

- Automates the process of requesting various Eagle services through multiple channels, including B2B, BCRM, CBCM, and COMS.
- The Eagle package caters to two types of lines: COCP and CEP. Customers can request to link their COCP and CEP mobile numbers to their corporate accounts with the Eagle package.
- The main process of Eagle involves end-to-end delivery and inventory updates, as a part of servicing orders.

By automating the business processes of requesting Eagle services, Business Eagle simplifies the management of bulk orders through various channels and offers a streamlined experience for COCP and CEP lines. The solution's end-to-end delivery and inventory updates improve the efficiency and accuracy of servicing orders. With Systems Limited's assistance, the telco behemoth has successfully introduced a valuable and innovative solution that is sure to benefit its stakeholders.



Implemented elements

The adoption of Business Eagle has yielded significant benefits for our client in expanding its business with greater agility and mobility. A team of seasoned experts from Systems Limited collaborated closely with the telco giant to develop a tailored solution for the bulk order management system, resulting in a host of impressive outcomes:

A **93% increase** in customer loyalty and stickiness metrics.

16% of renewing customers requested a billing discount, reducing the risk of price erosion.

The Business Eagle has generated an annualized **revenue of AED 130 million**.

Through automation, Business Eagle has streamlined the end-to-end order creation, management, and completion process, enabling the telco operator to consolidate all channels under a unified platform and significantly reduce the likelihood of errors, while also mitigating costs. In addition, this initiative has positioned our client as a frontrunner in the industry.



Enabling a digital tomorrow

Systems Limited aspires and strives to solve complex business problems and present viable, and cost-effective solutions to our clients by drawing a clearer picture of their future roadmap, and we do that by digitally transforming their infrastructure. We successfully embed disruptive digital solutions into their existing functionalities and enable them to be the trendsetters in the business landscape – without compromising on the quality and precision of our work.

With the help of our innovative project delivery model, we combine the benefits of onsite agility and offshore affordability to provide superior value to our clients.

To find out how we digitally enable your organizations by automating the functionalities to see beyond the horizons and set benchmarks, visit us at www.systemsltd.com.