



LEVERAGING ANALYTICS AND INSIGHTS, TO DELIVER SIGNIFICANT BUSINESS OUTCOMES

An overview of Infosys BPM's successful engagement with an Australian telecom giant

Abstract

In just five years, Infosys BPM's engagement with an Australian telecom giant has delivered substantial business outcomes, enabling cost effective practices by saving over AU\$15 Mn and providing over AU\$20 Mn in business value. This engagement overview traces the journey of their successful partnership.



Building a business relationship

In 2017, in a bid to bring down costs, an Australian telecom giant began an extensive search for a service provider who would help manage business processes better. The enterprise also wanted to tap into the capabilities and best-in-class practices that an experienced business process management organisation would bring into their operations.

That search was the genesis of the now five-year strong relationship, that has already delivered superlative returns in a short span of time.

An expert team's response

The scope of Infosys BPM's engagement with the telecom giant includes channel automation, analytics, and insights. To service the client's requirements, Infosys BPM deployed a dedicated 20+ member cross-functional team with deep domain expertise to respond to their business needs. Today, this team supports several aspects of the client's retail business such as:

- Channel operations
- Supply chain
- Commercials
- Customer experience
- Real-time next-generation reporting
- Fraud, risk, & mis-selling behavior

To provide analytics and insights across these areas, the Infosys BPM team has designed many reports and deployed multiple ML-based models using cloud-based technologies and next-gen reporting platforms. These include Excel, SQL, Tableau/Power BI, Python and R programming, and Salesforce Einstein analytics – an integrated set of AI technologies that delivers real-time reporting for end-to-end processes.

Having performed end-to-end data orchestration to implement these through technologies seamlessly, the team also built a Power BI dashboard to showcase the deep insights assembled by the ML-based models.

Solving complex business problems

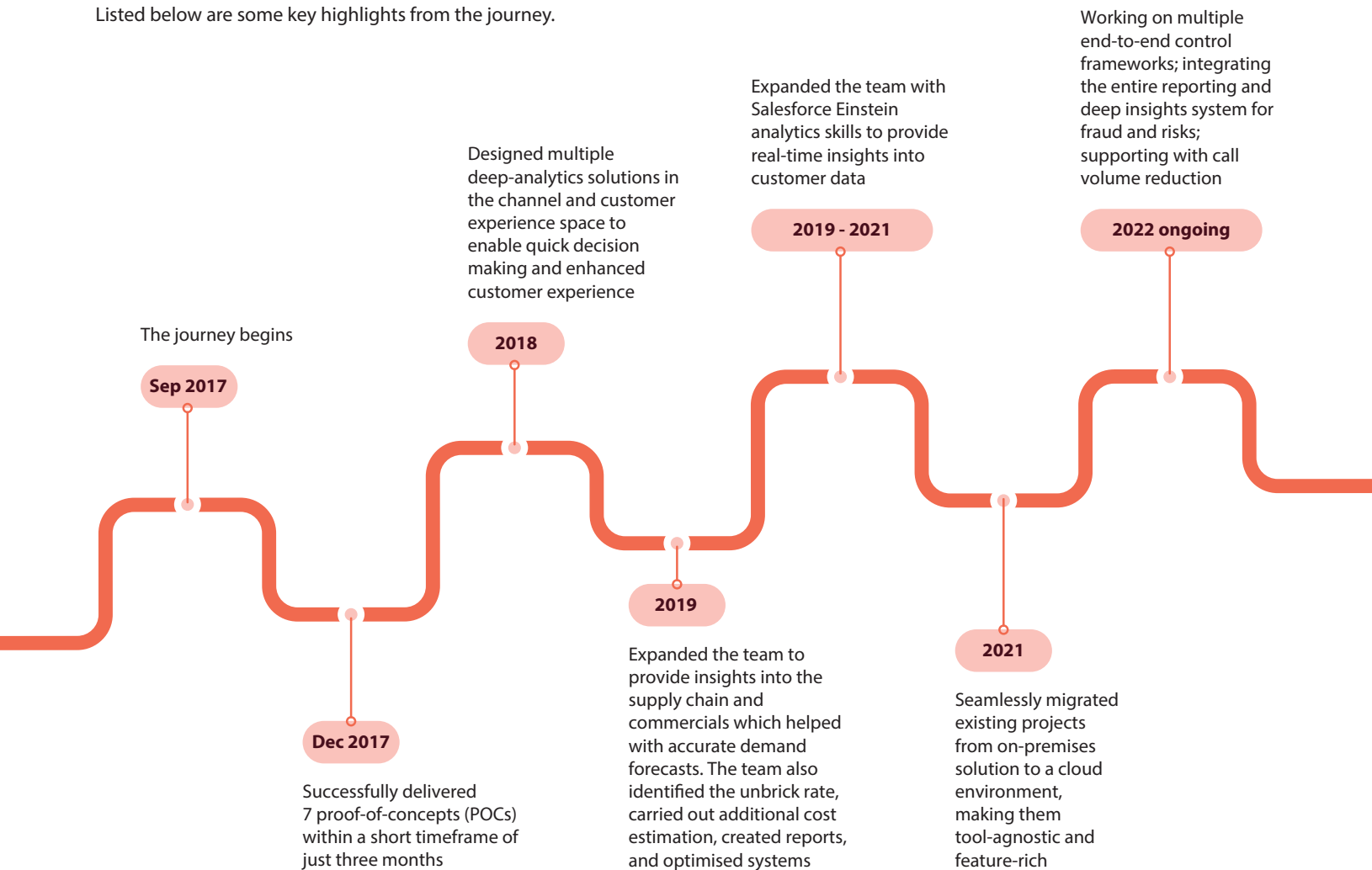
Infosys BPM, with its many years of experience in solving complex business challenges for large global clients, deployed several of its proven techniques and processes to understand and tackle the client's challenges.

Thus, the team collaborated with key business stakeholders to redefine business problems. The team also brought in industry best practices and proprietary process frameworks refined in-house, prior to developing, testing, validating, and deploying prescriptive and predictive solutions based on its deep data analysis.

Journey highlights

Over the five-year journey, Infosys BPM has been carrying out optimisation, automation, implementation, and monitoring mechanisms for the client's processes. All these successful initiatives have been about recalibrating the team's expertise, that has brought about constant and uninterrupted value creation for the client.

Listed below are some key highlights from the journey.



Creating value

Infosys BPM completely redesigned the client's reporting system and provided better visibility on reporting by enabling the client to mitigate frauds and risks, and enhance customer experience, further supporting their retail business.

Given below are some use cases that have created substantial value for the client.

Use Case	Description	Business Benefits
Channel performance - flow reporting and customer value	The client wanted to develop an end-to-end reporting system to measure channel performance. Infosys BPM designed this system in-house at no extra cost.	Estimated business impact of ~AU\$6.25 Mn annually
Store viability model	An integrated scenario model that covers all branded stores, and can forecast stores viability (for next 2 years) down to the EBITDA level	<ul style="list-style-type: none"> • New synergy in store governance • Identified ~25 stores which would be non-viable • Dynamic model to enhance the store footprint
Case-to-complaint and complaint-to-escalation – early detection model	Designed a case-to-complaint look-a-like model which could analyse and predict the cases that might move to complaints, and the volume of complaints which would be escalated to regulatory authority	<ul style="list-style-type: none"> • Prevented cost leakage of ~AU\$9 Mn annually • 85% volume reduction in leakage complaints • 20% reduction in case to complaints volume
Mis-selling behaviour, commission leakage, and fraud detection	<ul style="list-style-type: none"> • Network clustering model to address sleeper cells • ML-based fraud detection model using customer information • Isolated Random Forest (ML-based model) for mis-selling behaviour identification 	<ul style="list-style-type: none"> • Identified ~AU\$225K fraud from stores that were analysed • Prevented AU\$100K mis-selling
Simulation tool for Apple iPhone/ Samsung launch and stock optimisation	Designed a ML-based forecasting model to drive early indication of overall performance at demand level	<ul style="list-style-type: none"> • Enhanced the daily activation threshold • Increased unbrick rate • Created a new synergy in logistic network

Consistently enhancing coverage

Five years into the partnership, the Infosys BPM team has helped the client with quicker decision making, more efficient stock keeping, and better selling of the right products. These have enabled the client with enhanced customer experience, reduced costs, and increased revenues. With the identification of various

fraudulent and mis-selling behaviour, loss making stores, futuristic cost estimation, stores to open/close, and many more initiatives, the Infosys BPM team has helped the client with business value of over AU\$20 Mn. On top of that, the client was also able to save over AU\$15 Mn.

As the partnership journey keeps evolving, the client looks forward to the relationship continuing to grow – with Infosys BPM providing the telecom giant with even greater outcomes through deeper insights, for an ever-increasing stream of business value creation.

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