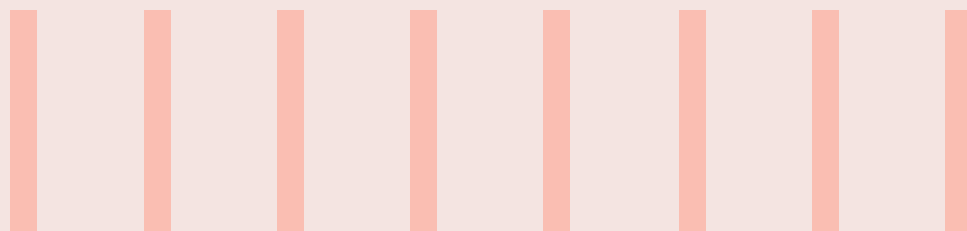# MAKING EVERY SIGNAL A PROMISE OF CONNECTION

Abstract

Heather Power, Senior Executive at an Australian Telecommunications company, recognized an opportunity to elevate customer experience in regional areas, where reliable connectivity plays a vital role in everyday life. To enhance service outcomes and better support customers, the Australian Telecommunications company partnered with Infosys BPM to implement a sustainable business process solution.

This case study highlights how Infosys BPM developed a comprehensive customer intelligence tool that helped reduce complaints to a 10 year low, increase digital sales by 40%, and deliver annual cost savings of AUD 720,000.

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The case for continuous connection

Heather Power, Senior Executive at the Australian Telecommunications company, understood the importance of dependable connectivity for communities spread across Australia's vast regional landscape. The organization, headquartered in Melbourne, is a major provider in Australia's telecommunications and information services sector, offering mobile services, bundled data solutions, and products for consumers, businesses, enterprises, and government organizations.

In her role, Heather focused on driving operational efficiencies and strengthening the company's regional customer experience through data driven transformation.

Heather frequently visited regional locations to observe business operations and gather insights through customer discussions. As customer expectations continued to evolve, she and her colleagues set out to improve key performance indicators such as average revenue per customer, satisfaction levels, complaint reduction, digital sales, payment management, and network experience.

During these visits, Heather and her team noticed a gradual decline in customer satisfaction. Occasional network interruptions affected service reliability, and customers—particularly in remote regions—sometimes faced delays in accessing support. This contributed to increased inbound calls, service disconnections, and payment challenges.

With customer expectations shifting and operational pressures increasing, Heather began working closely with the company's Regional Leadership teams to frame targeted improvement strategies. For execution support, she turned to a long standing partner—Infosys BPM, a collaborator for more than two decades.

Heather also reached out to Dhruv Dutt, transformation lead at Infosys BPM, whose team had previously helped streamline the company's retail channels through automation and performance optimization. Together, they aimed to reimagine the customer experience across regional Australia.

Heather knew Infosys BPM's proven expertise in digitizing complex processes through advanced analytics and automation made them the perfect ally. Heather reached out to Dhruv Dutt, transformation lead at Infosys BPM, whose team had already revolutionized the telecommunication company's retail channels through optimization, automation, and continuous monitoring. Together, they set out to redefine regional connectivity and customer experience.

Revolutionizing customer experience ecosystem

Through a series of discussions, Heather and the Regional Leadership team outlined the core operational challenges and refined the scope of work. Recognizing the urgency, Dhruv assembled a specialized team equipped to deliver a solution rooted in analytics, automation, and domain expertise.
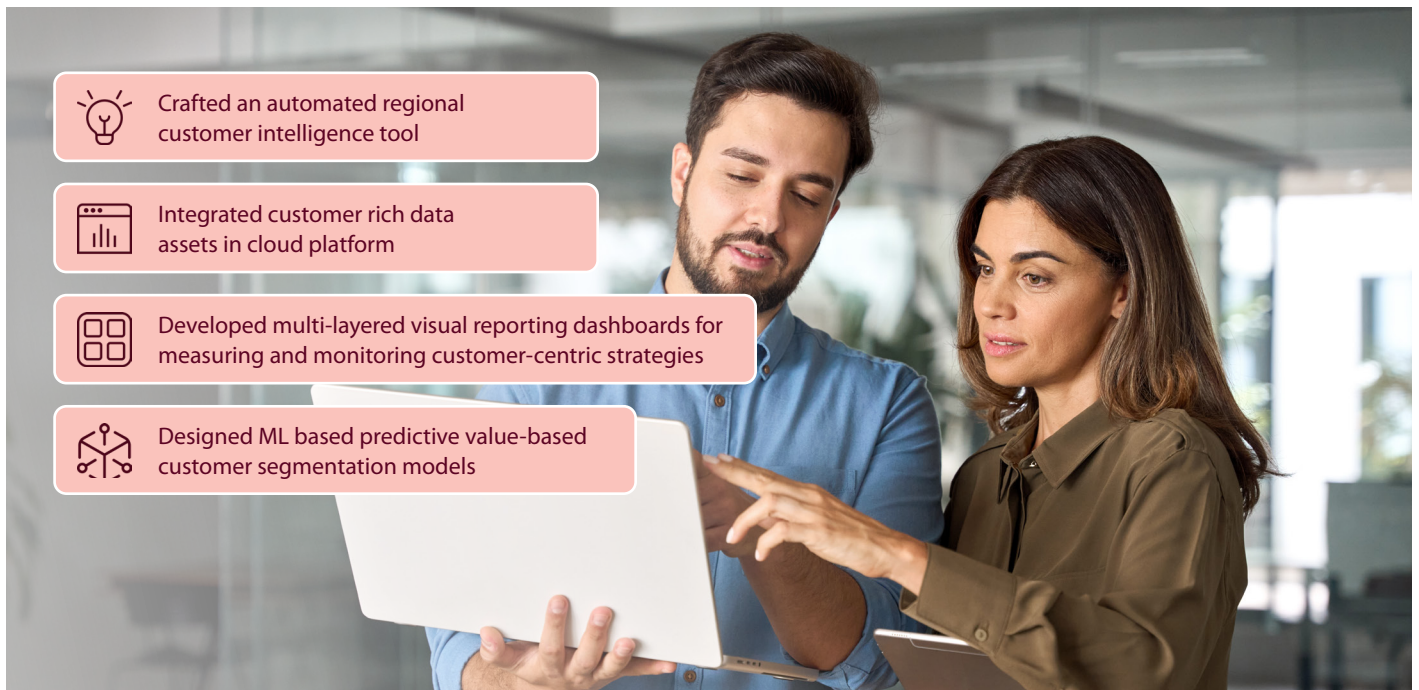
A detailed assessment of regional operations revealed a need for a unified customer insights platform. Without centralized, real time data, teams often had to rely on reactive processes rather than proactive, insight led decision making.

To address this gap, Dhruv proposed developing an AI and ML powered Regional Customer Intelligence Tool (RCIT). The tool would integrate key customer experience metrics—product holdings, complaints, network performance, payment insights—into a single consolidated view. It would also incorporate customer demographic data from the Australian Bureau of Statistics (ABS) to provide a richer understanding of regional profiles.

Approach summary

Crafted an automated regional customer intelligence tool

Integrated customer rich data assets in cloud platform

Developed multi-layered visual reporting dashboards for measuring and monitoring customer-centric strategies

Designed ML based predictive value-based customer segmentation models

After receiving approval, Dhruv brought together experts in data engineering, development, visualization, analytics, business analysis, and automation. The project followed four milestones: Discovery, Design, Delivery, and Deployment. Collaboration with regional managers and AI leaders ensured the solution aligned with the company's customer journey priorities.

Customer data spanning sales, churn, channel preferences, campaigns, complaints, payments, vulnerability indicators, and network congestion was consolidated in a cloud based environment. ABS data enhanced customer segmentation and profiling. A multi layered dashboard was designed to monitor behavioral changes, customer satisfaction, channel performance, network experience, and campaign responsiveness.

Predictive models were added for retention, price sensitivity, complaints, product recommendations, and identifying at risk customers. These insights were integrated into a unified "Know Your Customer" (KYC) platform that combined predictive and prescriptive analytics with historical trends. A Customer Persona View further segmented customers into behavioral categories to support more tailored engagement.

Automation was embedded across data ingestion, validation, AI ML modeling, and visualization processes to ensure scalability and reduce manual workload. Throughout the engagement, Dhruv maintained continuous communication with Heather and senior stakeholders to share progress, gather feedback, and mitigate risks around timelines and change management. The result was a structured, timely delivery of a strategic program aimed at strengthening regional customer experience.
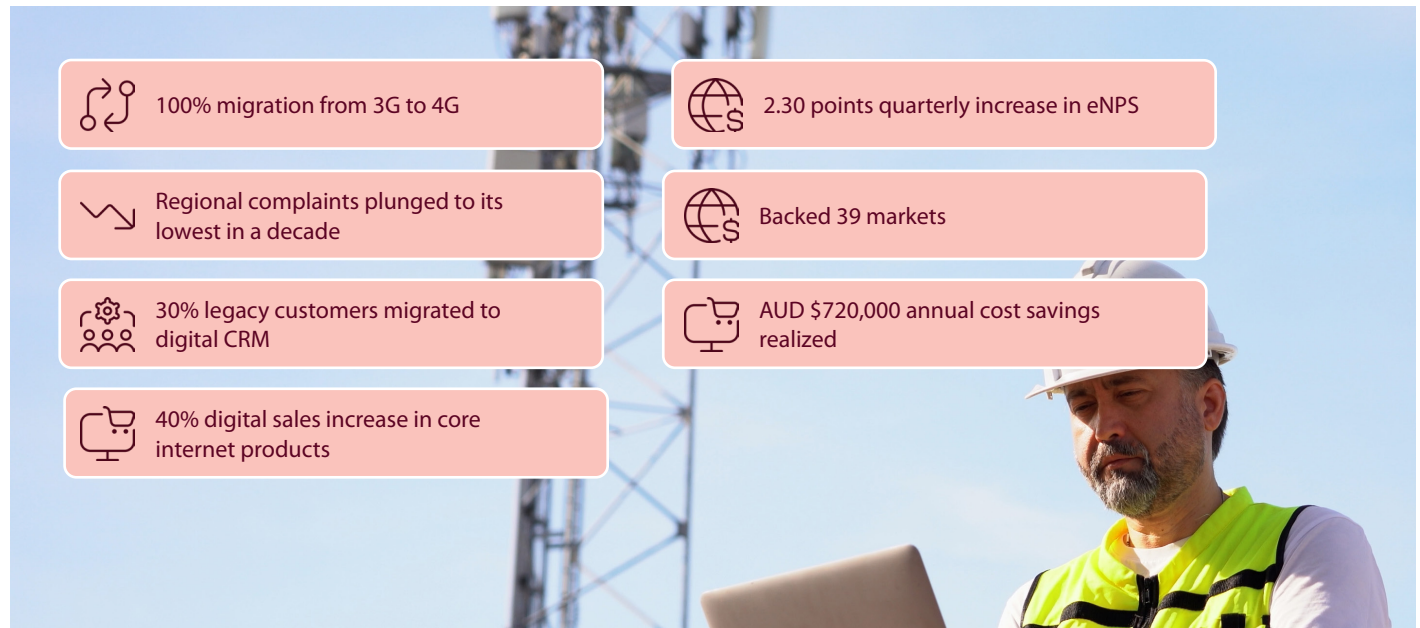
The joy of staying connected

The Australian Telecommunications company's commitment to digital transformation created the foundation for RCIT to evolve into a valuable, long term asset for refining strategies and enhancing customer experience. Designed and implemented by Infosys BPM, the tool enabled leadership to make more informed decisions by leveraging deep customer data, analytics, and AI.

With RCIT, Heather and her team gained comprehensive visibility into customer behaviors, communication preferences, and emerging needs. This contributed to improved team productivity, enhanced stakeholder engagement, and optimized performance across 39 markets. The tool supported resource prioritization, identified high impact regions, and uncovered opportunities to improve customer engagement and market growth. Leadership also acknowledged RCIT as a new benchmark in Power BI reporting.

Key benefits

- 100% migration from 3G to 4G
- Regional complaints plunged to its lowest in a decade
- 30% legacy customers migrated to digital CRM
- 40% digital sales increase in core internet products
- 2.30 points quarterly increase in eNPS
- Backed 39 markets
- AUD $720,000 annual cost savings realized

The impact was meaningful. Transitioning from traditional methods to AI powered analytics improved responsiveness and operational effectiveness. Regional complaints dropped to a 10 year low, digital sales of core internet products rose by 40%, activation eNPS increased, customer migration from 3G to 4G was successfully executed, and around 30% of legacy customers transitioned to digital CRM platforms—enhancing speed, accuracy, and customer service quality.

RCIT also enabled better cross team collaboration by offering real time insights accessible across multiple business units, including marketing, base management, network engineering, corporate communications, and government relations. These improvements contributed to an estimated AUD 720,000 in annual cost savings.

Names have been altered to preserve the identities of the people involved.

For more information, contact infosysbpm@infosys.com

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