

CASE STUDY ON

TELECOM POST-PAID BILL COLLECTION AND VAS SALE MANAGEMENT



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Case Study Title :

Telecom Post-Paid Bill Collection and VAS Sale Management



Overview :

Most of the telecom service providers are facing problems in collecting payments, in spite of the various payment methods available to the customer. Therefore telecom service providers are looking for other options like door step collections to facilitate hassle free modes of payment collection from customers.

Business Challenge / Problem :

The major challenge for the telecom operator was to provide flexibility to the customer in their payments. Telecom operator found it difficult to manage the customers at their store during peak hours.

Telecom service provider found it difficult to extend these services to rural customers as setting up a store was not a commercially viable option.

Customer :

India's Leading Telecom Company.

Solution Description :

VISIONTEK POS terminals with GSM/GPRS deployed at the retail stores will facilitate the telecom service provider, to perform transactions and update the same to the their server in real time.

A pre-cash loaded SIM card is provided to the relationship centres/distributors/dealers for collecting the post-paid payments from the customers.

Based on the Telephone. No./Mobile No. the transactions that happen are communicated to the server, the transactions are verified and the receipt is issued to the customer. The reports can be generated on daily basis. Value Added Services like prepaid/DTH recharge can also be availed thru this solution. The same terminal may also be used for door step services in rural areas.

VISIONTEK Product Used :

- GL-14

Benefits :

- Bill collection at door step
- Advance revenues to TELCO
- No infrastructure cost i.e. PC, UPS, cabling, printer
- Print receipts for post-paid bills instantly
- Generate duplicate bills
- Generate SMS and print
- Receipt with logo (can be used for any reimbursement)
- Download day-to-day transactions into PC

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- User-friendly application
- Monitor the MIS for day-to-day transactions (complete transactions/rollbacks)
- Improve customer satisfaction
- Decrease of cash counter queues (can go to the customer with terminal)
- Acknowledge payments
- View SIM balance display (current balance)
- Can Provide VAS also

Customer Impact :

VISIONTEK's bill collection solution helped the Telecom service provider to automate their collection process. They had a clear track of payments collected from customers instantly & allowed the service provider to increase/decrease the counters inside the store based on the customer traffic during the day.

For more details on POS products visit : www.transaction-terminals.com



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