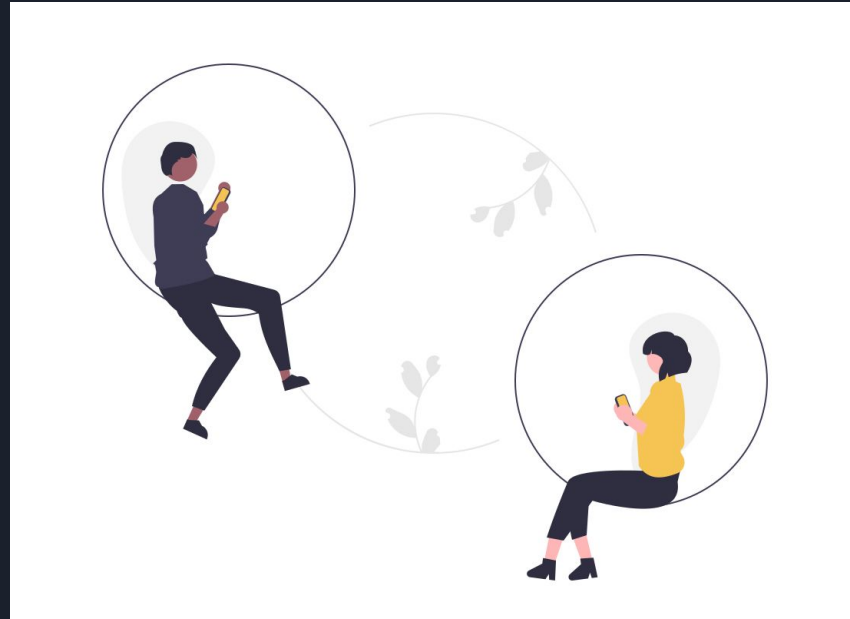




5x ROI Surge: Appbay's Salesforce-Powered Revolution in Telecom Efficiency and Security





Customer

Leading Telecom
MNC



Business Domain

Telecom



Solution

AppSync



Tech stack

Salesforce

Business Challenge/Need

- **Complex Architecture and Legacy Systems:** The telecom ecosystem was marred by a convoluted architecture, a remnant of historical decisions and technological evolution. The legacy systems, disparate and uncoordinated, added layers of complexity, hindering the seamless flow of information and operations.
- **Data Discrepancies and Duplication:** The absence of a unified system led to discrepancies in user data across platforms, making it a Herculean task to maintain data integrity. Duplicate entries proliferated, causing confusion and hampering the effectiveness of basic operations.
- **Compromised PPI Data:** The sprawling network, with its disparate systems, inadvertently became a breeding ground for security vulnerabilities. Personally Identifiable Information (PPI) was at risk, compromising the trust and confidence of the vast user base.
- **Operational Inefficiency and End-User Discontent:** The culmination of these challenges resulted in a severe operational inefficiency, with each task requiring an inordinate amount of time and resources. End-users, at the receiving end of this inefficiency, experienced a suboptimal service, leading to dissatisfaction and complaints.

AppSync TelecomSuite



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Appbay spearheaded the transformation by implementing a Salesforce-driven solution tailored to the telecom company's unique challenges. Leveraging Salesforce's out-of-the-box features, the solution focused on eliminating duplicity in account and contact creation through exact and fuzzy matching rules. Additionally, permission sets and profiles were utilized to restrict access to sensitive PPI data, ensuring data privacy and compliance.

Key elements of the solution:

- **Data Deduplication:** Salesforce's exact and fuzzy matching rules were harnessed to streamline the creation of accounts and contacts, reducing duplicity and enhancing data accuracy.
- **Security Measures:** Through the implementation of permission sets and profiles, access to sensitive customer data was meticulously controlled, fortifying data security and compliance.
- **Efficient Data Retrieval:** Salesforce's inbuilt cache mechanism was employed to expedite the retrieval of customer data, significantly reducing the time it took compared to the previous cumbersome processes.



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Why Customer Choose the solution?

- **Operational Efficiency:** The promise of a 5x reduction in manual effort aligned with the customer's goal of streamlining end-user operations.
- **Data Security Focus:** Robust security measures, including Salesforce's permission sets, addressed concerns about compromised Personally Identifiable Information (PII), ensuring data security and compliance.
- **Streamlined Data Management:** The solution's use of Salesforce's matching rules eliminated duplicity, offering a streamlined approach to complex data management challenges.
- **Agility and Productivity:** The end-to-end automation through Salesforce features appealed to the need for agility and productivity, eliminating operational silos and outdated processes.
- **Positive ROI:** Beyond immediate problem resolution, the solution demonstrated a positive return on investment, assuring sustained benefits and long-term efficiencies.

In essence, Appbay's solution was chosen for its efficiency, data security focus, streamlined data management, agility, and positive ROI.



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Business Impact & ROI

- **5x Reduction in Manual Effort:** The implementation of Salesforce-driven automation resulted in a substantial 5x reduction in manual effort, alleviating the burden on personnel and enhancing operational efficiency.
- **PPI Issues Eliminated:** The meticulous security measures implemented successfully eliminated the compromise of Personally Identifiable Information (PPI), bolstering customer trust and compliance.
- **End-to-End Automation:** The solution brought about end-to-end automation of business processes, fostering high agility and productivity. The elimination of earlier silos and manual pen-and-paper processes contributed to a streamlined and efficient operation.

In conclusion, Appbay's tailored Salesforce solution not only addressed the client's immediate challenges but also laid the foundation for a more secure, efficient, and customer-centric telecom operation. The remarkable return on investment underscores the success of this transformative initiative.