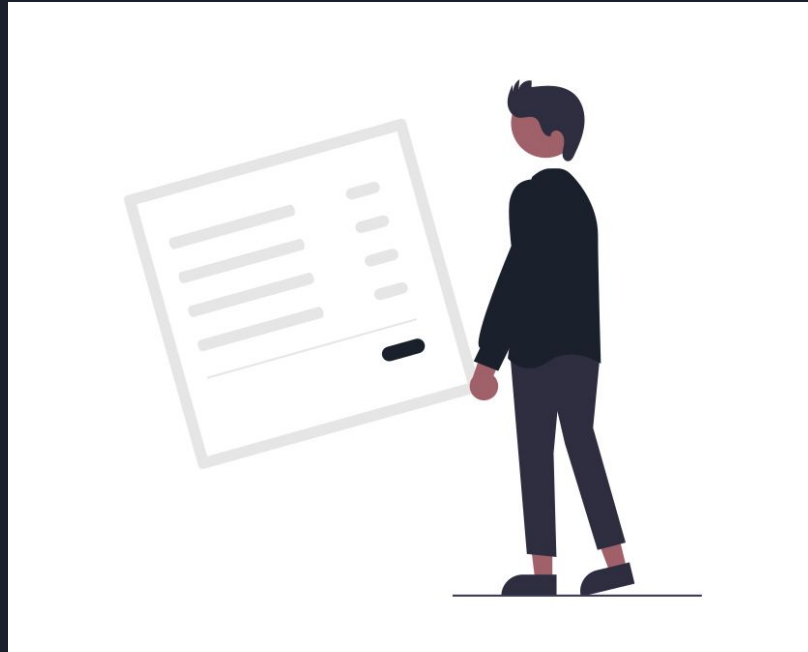# Transforming Telecom Billing with Hyper-Automation Platform

Smart Hyper-Billing Automation

Customer
USA Based Telecom Company

Business Domain
Telecom

Solution
Smart Hyper-Billing Automation

Tech stack
Appian BPM, Salesforce, Azure, React JS, MsSQL

Business Challenge/Need

A service provider faced challenges with inefficiencies and customer dissatisfaction due to outdated, error-prone billing systems and complex pricing structures.

- **Manual, error-prone billing systems**: Led to significant operational delays and inaccuracies.
- **Complex billing cycles and pricing structures**: Created customer confusion and complaints.
- **Frequent billing disputes**: Negatively impacted customer satisfaction and retention.
- **Difficulty scaling**: Existing systems couldn't handle the growth in customer base and services.
- **Inability to adapt**: Struggled to integrate new payment systems and pricing models.
- **Lack of real-time billing insights**: Resulted in delayed issue detection and resolution.
- **High operational costs**: Manual interventions in billing processes increased overhead.

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ACCELERATING

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Solution

Low-code BPM platform was leveraged to design a fully automated, flexible, and scalable billing solution for the customer. With BPM tool, Customer was able to automate the end-to-end billing process while seamlessly integrating with other enterprise systems.

- Automated invoicing and billing cycles with customizable templates.

- Error-free processing using intelligent decision rules for pricing.

- Integration with CRM and ERP systems to sync customer data for accurate billing.

- Advanced analytics dashboards for real-time business insights and decision-making.

- Scalable platform supporting rapid customer growth and service expansion.

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Why Customer Choose the solution?

The telecom provider choose Appbay's solution customer selected Appian's BPM solution for its seamless integration, customization, and ability to enhance scalability and transparency in billing operations.

- **Seamless integration**: Integrated effortlessly with existing ERP, CRM, and customer service platforms.
- **Customizable workflows**: Supported complex pricing structures and billing models.
- **Rapid deployment**: Low-code capabilities reduced implementation time significantly.
- **Scalable solution**: Designed to accommodate the growing customer base and service expansions.
- **Real-time analytics and reporting**: Enhanced transparency and improved customer satisfaction.
- **Automated dispute resolution**: Streamlined handling of billing disputes, reducing resolution time.
- **Future-proof technology**: Supported easy adaptation to emerging payment methods and industry trends.

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Business Impact & ROI

The implementation of Appian's BPM-powered Hyper-Billing Automation brought significant efficiency, accuracy, and scalability improvements to the billing process.

- **Increased billing accuracy**: Reduced disputes by 40%, improving trust and reliability.
- **Boosted operational efficiency**: Achieved a 30% improvement through automation.
- **Improved customer satisfaction**: Faster, accurate billing cycles enhanced customer experiences.
- **Scalable infrastructure**: Supported a 25% increase in the customer base without additional staff.
- **Quick ROI**: Achieved within 6 months due to reduced costs and improved billing accuracy.
- **Faster invoice generation**: Reduced time for invoice creation by 50%, enabling quicker payment cycles.
- **Real-time billing insights**: Provided actionable analytics, optimizing revenue collection and reducing delays.