



## Enhancing Seamless Customer Experience Across Multiple Channels


**40%**

Increase in Order Processing Capability

**16%**

Boost in Sales

**65%**

Reduction in Production Ticket Volume

The client is a leading telecommunications company, providing a wide range of services including wireless, broadband, and fiber-optic internet with extensive network coverage.



### Business Challenge

The client required a business-centric platform supporting various functions such as quotes, orders, account inquiry, and POC portal across multiple channels (retail, telesales, digital, and third-party retailers) to assist government and business organizations, ensuring a seamless and comprehensive customer experience. The ordering flow, business logic, promotions, and offers for businesses differ from those for individual consumers.



### Solution

To address the client's needs, Innova Solutions partnered with the client for joint product development aligned with their objectives and provided end-to-end product development, testing, and support in the Agile Model with monthly releases of new features. The key components of our solution included:

- Implemented scalable architecture using full-stack Java development and microservices. The UI was built using React/Angular, focusing on usability, and providing context-specific data to minimize user actions and processing time
- Enhanced order functionality to expedite order processing and developed customized debugging/reporting tools to resolve issues more efficiently.
- Adopted an integrated delivery model with fungible resourcing, enabling quick ramp-up across products and ensuring deep functional knowledge for better business alignment
- Established a client-specific academy with telco industry experts to address changing needs and training requirements, driving innovation and transformation in Telco operations and services
- Provided managed services with an outcome-based contracting model, ensuring transparent governance, and measuring service performance accurately



### Outcome

Innova Solutions brought about a transformative impact on the client's order management system. Through our expertise in software development and strategic collaboration, we successfully achieved revenue growth, operational excellence, and an enhanced customer experience. Some of the other benefits:

- Achieved a **40%** increase in order processing capability and reduced processing time by 18 minutes through performance enhancements
- New platform led to a **16%** boost in sales and a **65%** reduction in production ticket volume within 2 months of implementation
- Maintained consistent delivery of products and services as committed

Contact us today at [info@innovasolutions.com](mailto:info@innovasolutions.com) to learn more about how we transform digital services through innovation.