

Leading Communication Provider Cuts Costs by \$500 Million by Leveraging Agile Methodologies



Simplified processes and agile development power a shift to customer-focused services and support.

Communication service providers struggle with fierce pricing pressure, customers who are all too eager to switch providers and competition from new players such as over the top services.

To thrive amid such challenges they must continually reduce their costs while improving their customer service. One European CSP turned to Cognizant to help it simplify its internal and customer-facing systems while speeding its development processes.

Our system consolidation and agile development methodologies have significantly improved customer satisfaction while saving more than \$500 million through IT service consolidation, while increasing quality and enabling new revenue streams.

SILOED SYSTEMS, UNHAPPY CUSTOMERS

This CSP's efforts to cut costs and improve customer satisfaction were hobbled by multiple internal and customer facing systems that included a complex stack of heterogeneous technology supported by multiple partners. For example, four separate self-service applications for broadband Internet, television, home phone and wireless mobile

AT A GLANCE

Siloed systems and processes and slow development methodologies made it harder for a European communication services provider to react to a commoditization of services, pricing pressures and competition from new players such as over the top services.

Cognizant's business consulting skills and agile methodologies delivered a significant simplification and improvement of the customer experience, resulting in increased customer satisfaction and the creation of new revenue streams. The CSP has saved more than \$500 million, while achieving more than 65 percent zero-defect deliveries to UAT and production, a 97 percent reduction in the effort required to build and deploy new applications and an 80 percent increase in test automation.

service required customers to remember four passwords to resolve a problem with this increasingly popular mix of services. It needed to simplify its product offerings and focus its IT infrastructure and development processes around the customer journey to provide easier service and support across its contact channels and service offerings.

AGILE AND DEVOPS TRANSFORMATION

The CSP engaged Cognizant to provide application, development, maintenance, and infrastructure services for its Business Support Systems (BSS) and to help it adopt a more Agile DevOps development methodology. By decoupling front end systems from back end platforms one team could focus on rebuilding customer-facing systems while the other consolidated and modernized back end systems.

Using the Business Process Framework to describe and prioritize the CSPs business services, we helped the CSP refocus its IT and application efforts from its own products to its customers' needs. We also helped develop a state of the art BSS (business support system) that modernized the CSP's product catalogues and billing and order capture capabilities. Using a single self-service application, its customers can now do everything from manage subscriptions to invoicing from any device, using facial recognition and touch ID rather than cumbersome passwords. Such improvements allow the CSP to develop new revenue streams and partnerships, such as allowing tourists to use its 4G services while in Europe.

We also helped the CSP modernize legacy systems to reduce their costs and make it easier to integrate them with newer platforms, and to move more operations to the cloud to reduce costs and increase agility.

Cognizant also worked with the client to transition it to Agile-DevOps development processes to cut the time to market for new applications and services. Cross-functional teams focused on implementing continuous integration and deployment and daily automated regression runs to reduce the time required, and to increase the quality of, application development.

LOWER COSTS, HAPPIER CUSTOMERS, MORE REVENUE

This transformation effort has delivered near-term benefits as well as a foundation for future revenue growth.

The new Agile-DevOps methodology enables continuous improvement to provide ongoing cost savings and continuing improvements to the customer experience. Cognizant's consulting and application rationalization helped deliver more than \$500 million in savings. The improved processes also delivered more than 65 per cent zero-defect deliveries to user acceptance testing and production, a 97 per cent reduction in the effort required to build and deploy new applications and an 80 per cent increase in test automation.

Rollout of the single self-service app has seen an eight-fold increase in the number of issues resolved over this channel, and a 50 per cent drop in call center calls.

ABOUT COGNIZANT

Cognizant (NASDAQ-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 205 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.



Cognizant

World Headquarters

500 Frank W. Burr Blvd.
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

1 Kingdom Street
Paddington Central
London W2 6BD England
Phone: +44 (0) 20 7297 7600
Fax: +44 (0) 20 7121 0102

India Operations Headquarters

#5/535 Old Mahabalipuram Road
Okkiyam Pettai, Thoraipakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060