

Customer 360 for India's Largest Full-Service Telecom Provider

Business Problem



- Siloed subscriber data across Prepaid, Postpaid, DTH, Landline, Payment Bank & B2B - no unified view
- Delayed insights and duplicate records owing to CRM, billing, BSS, OSS and partner feeds operating in isolation
- Customer-facing teams lacked real-time context, leading to poor NPS and missed cross-sell/upsell windows
- No single platform to drive next best action or run micro-segment marketing at scale
- Legacy batch pipelines unable to handle peak load of 30K+ concurrent transactions

Solution



- Built real-time Customer 360 data cache integrating all LOBs via Solace event broker & REST APIs — 50K TPS
- Deployed Ab Initio for high-volume ETL; Aerospike for ultra-low-latency subscriber data store
- Recommended Engine + Subscriber Persona engine enabling personalised Next Best Action across channels
- Omnichannel CE layer connecting Self-Serve App, Retail, Call Centre & Digital Ads off a single data spine
- Daily recon framework with all source systems to ensure data integrity and consistency
- Open, standard-compliant interfaces for integrating any front-end application or analytics tool

Value Delivered



- ✓ **50K TPS** throughput achieved with 99.99% platform availability
- ✓ **Improved cross-sell/upsell** through micro-segment targeting & Next Best Action engine
- ✓ Single subscriber view across all **12+ LOBs** — Prepaid, Postpaid, DTH, Payments and more
- ✓ **Digital Advertising** monetization enabled via **internal DMP and credit-score analytics**
- ✓ **Faster time-to-insight** for marketing, CX and retention teams with real-time data access
- ✓ **Reduced call-centre cost** via self-serve digital channels powered by real-time context



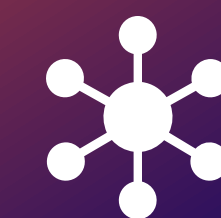
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Real-Time Throughput



99.99%

System Availability



12+ LOBs

Integrated (Prepaid, DTH, B2B...)