

Overview

Customer Name: MNC Sky Vision

Industry: Direct broadcast satellite (DBS)

Location: Jakarta, Indonesia (HQ)

Challenges:

- Automation of legacy technology infrastructure
- No centralized management system
- Integration of billing and subscriber management system
- Disparate and multiple systems
- Measurable data across multiple systems
- Auto list filtration on multiple lists

Solutions:

- Centralized pre-integrated solution
- Integrating process flow from site offices and users
- Advanced IVRS
- Predictive Dialer
- Answering Machine Detection
- Voice Logging
- Quality Monitoring

Introduction

PT MNC Sky Vision (MSV) is the pioneer in Indonesia's satellite pay television industry. Established in 1988, MSV began to market its satellite-based Pay TV service in early 1994. To distribute its service throughout Indonesia, MSV uses its own satellite, IndostarII, which was launched in May 2009. Broadcast on S-band frequency, this satellite is equipped with the latest broadcast transmission technology. Using the new satellite, MSV is able to distribute pay television services with superior audio–video quality, strong signal durability, and bringing more than 100 local and international channels throughout Indonesia.

Company Background

MNC Sky Vision is one of the biggest subscription-based direct broadcast satellite (DBS), or direct-to-home satellite television and radio service in Indonesia. Since its inception in 1994, MNC Sky Vision had a centralized billing system and subscriber management system deployed at its premises, but it was not tightly integrated with its PBAX and Dialer. It was a completely hardware-based setup, and the operations were only done in their HQ.

However, the need was to deploy the solution distributed at multiple locations. This would ensure that any changes done in the HQ setup can be incorporated in other locations. The challenge was that through disparate systems, the organization was not able to derive business value and customer interaction management goals.

The Business Challenge

MNC Sky Vision had a legacy technology infrastructure comprising total hardware based solutions, although it had a multi-site business environment. Without any centralized management system, this leads to inefficiency and latency. There was no integration of the billing and subscriber management system with the installed PBX and Dialer. This led to the formation of disparate systems—it had data across multiple systems, which was not measurable. To structure the process flows, they were looking for a solution that could give a unified view.

Overview

- Automated payment reminders for the customers
- Auto list filtration on multiple lists for different promotional offers
- Multiple language support

- Queue management and skills-based handling
- Customer segmentation and service levels
- Timely reminders for online payment collection

Solutions Delivered

MNC Sky Vision implemented the Ameyo communications suite that provided them with a centralized pre-integrated solution, integrating process flow from their site offices. An advanced IVR was integrated with the billing system to implement self-service of routine queries like checking subscription expiry date, information on various promotional offers, etc. It also allowed for interoperability between the existing business applications for simplified contact center operations and reduced manual interference. Dashboards and advanced reporting tools of Ameyo helped MNC Sky Vision analyze the performance of various system resources.

Results

With the Ameyo Communication Suite from Drishti, MNC Sky Vision benefitted from a solution that maximized their agent efficiency and automate their processes. The solution ensured:

- Centralized technology infrastructure enabled unification and remote management of the distributed set-up
- Simplified operations and reduced manual interference by integration of Ameyo with their other two application interfaces
- Efficient customer support by automation of most of the queries via IVR. Ameyo enabled Customer profiling/segmentation to give specialized treatment to repeat customers like preference and self-help options
- Increased collection figures due to easy and quick payments option and automated payment reminders to customers
- Improved business processes by real-time and periodic analysis data available

Our Customers

Our customers are our assets and we cater to them to our utmost ability; always striving to satisfy them with our commitment and endeavor.



Awards & Appreciation

