



valuefirst
always value first

sms
56070

In this Case Study

- Introduction
- The Need
- ValueFirst Solution
- M-Powering NDPL
- Benefits
- ValueFirst USP
- ValueFirst Mobile Data Service Architecture



M – Powering NDPL

A Case Study

January 2009

Introduction

NDPL (North Delhi Power Limited), a joint venture between TATA Power and Govt. of Delhi. NDPL distributes electricity in North & North West part of Delhi and serves a population of about 4.5 million people spread across 510 sq kms and an annual energy consumption of around 6200 Mega Units.

Business Scenario

Billing & Bill Distribution:

Distribution Company collects meter reading information from consumers of their distribution circle and updates the present billing system to generate invoices/ bills and dispatch to the concerned consumer addresses. The process is resource and time consuming and leads to delay in delivery of information to consumer.

Complaint Management:

Consumers register their complaints related to power supply by calling Contact Centre number and then these complaint details were being made available to the respective zone office to resolve them. This process consumes time that results in delay to solution for consumer's complaints.

ValueFirst Messaging Pvt. Ltd.

B17, Second Floor, Sector 32, Institutional Area, Gurgaon 122001
Call: +91-124-463 2000 | Mail: info@vfirst.com | SMS: Send 'ValueFirst' to 56070
www.vfirst.com



valuefirst
always value first

sms
56070

In this Case Study

- Introduction
- The Need
- ValueFirst Solution
- M-Powering NDPL
- Benefits
- ValueFirst USP
- ValueFirst Mobile Data Service Architecture



The Need

NDPL needed to increase the Power Revenue collection through better citizen services. In today's fast paced metro life NDPL wanted to use an alternate communication channel which can fulfill their continuous need of sending bill & other information to the consumer without any delay. NDPL was looking for a solution which can integrate with its CRM/Billing application. Another concern for NDPL was automated two-way communication to address their complaint management system.

ValueFirst Solution

After a thorough examination & analysis of NDPL requirements, ValueFirst proposed best-in-class application ValueFirst VelocityPlus. ValueFirst VelocityPlus is an enterprise-class SMS suite to process and send / receive SMS in a complex database environment to fulfill any customer need related to SMS transactions in an automated, bulk or a manual mode. Incoming messages can be received on a GSM modem or on a virtual mobile number configured on ValueFirst Servers.

ValueFirst VelocityPlus provides a highly reliable messaging/sms platform to the enterprise segment. The ValueFirst VelocityPlus integrates with NDPL CRM/Billing Systems and empowered NDPL for two-way communication to automate their complaint management system. The mobile messaging suite in addition, offered complete automation of various processes of NDPL.

M - Powering NDPL

Bill Due/ Overdue/Payment Alert

NDPL can now send SMS alert of :

- Bill amount
- Bill dispatch
- Last date of payment
- Payment receipt alert to consumers
- Payment due / overdue.
- Scheduled Power cut
- Maintenance work and general communications etc.

ValueFirst Messaging Pvt. Ltd.

B17, Second Floor, Sector 32, Institutional Area, Gurgaon 122001
Call: +91-124-463 2000 | Mail: info@vfirst.com | SMS: Send 'ValueFirst' to 56070
www.vfirst.com



valuefirst
always value first

SMS
56070

In this Case Study

- Introduction
- The Need
- ValueFirst Solution
- M-Powering NDPL
- Benefits
- ValueFirst USP
- ValueFirst Mobile Data Service Architecture



M - Powering NDPL

Complaint Registration/ tracking through SMS:

Consumers can register/ track their complaints via SMS using ValueFirst Short Code Services for:
Register meter problem,
Register fault in distribution line
Track the status of complaint

Service Request/ Maintenance Alert:

Consumer can submit for service request via SMS using ValueFirst Short Code Services for:
Consumption and bill details
Duplicate Bill,
Shifting of Meter
Additional connection etc.

Benefits

- Enabled two way communication between customers and the company
- Improved customer service and hence greater customer satisfaction
- Reduced chances of default in payments as people are sent reminders about their billing dates and other relevant information on time
- Reduction in delivery time of information due to automation
- Enabled consumers to check status of their request/complaint

ValueFirst USP

- 24 X 7 supports.
- Least time to market – deployment typically is done in one day
- Scalable solution in terms of architecture
- Highly configurable products - processes can be configured on-the-fly
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Carrier-Class enterprise mobile messaging including delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to multiple mobile network through operators and aggregators globally

ValueFirst Messaging Pvt. Ltd.

B17, Second Floor, Sector 32, Institutional Area, Gurgaon 122001
Call: +91-124-463 2000 | Mail: info@vfirst.com | SMS: Send 'ValueFirst' to 56070
www.vfirst.com

In this Case Study

- Introduction
- The Need
- ValueFirst Solution
- M-Powering NDPL
- Benefits
- ValueFirst USP
- ValueFirst Mobile Data Service Architecture



ValueFirst Mobile Data Service Architecture

