CASE STUDY

Transforming Retail Experience and Operational Excellence in Mexico

Category: BSS Modernization & Unified Sales Transformation

Overview

A leading Mexican telecom operator faced significant challenges in delivering a seamless customer journey across its complex retail and enterprise segments. With three disparate B/OSS stacks and fragmented systems, the operator experienced high order fallout rates, limited visibility into inventory, and cumbersome manual processes.
By partnering with Comviva, the operator deployed a robust, centralized digital enablement solution—creating a single source of truth, empowering agents, and delivering a consistent experience across all customer touchpoints.

Challenges Faced

- **Fragmented B/OSS Stacks:** Separate systems for prepaid, postpaid, and enterprise lines of business created disjointed customer journeys and high operational overhead.
- **Lack of Inventory Visibility:** No real-time tracking across the entire distribution channel, causing order fallouts and financial mismatches.
- **Manual Back-Office Processes:** High OPEX and slow response times due to manual order management, limited scalability, and disconnected agent interfaces.

Solution Deployed

Comviva's Digital Enablement Platform: Commerce, Catalogue, Order & Retail Inventory Management

- Unified commerce and retail management across all channels
- Integrated single front-end for agents across stores and BTS towers
- Automated end-to-end order management and fulfillment
- Real-time inventory tracking at all stages—on receipt, in transit, and transfer
- Consistent customer journeys and seamless agent experiences

Key Features

- Single digital enablement layer for all product lines (prepaid, postpaid, enterprise)
- Automated workflows from lead to cash
- Enhanced inventory accuracy (capturing 45% of audit mismatches)
- Scalable platform to accommodate evolving needs and future expansion

Tangible Business Outcomes

Metric	Impact
Integration Efficiency	Saved 50% in integration costs across channels
Order Fulfillment	300+ bulk orders/day processed for network partners, 6,600+ orders/month
Inventory Visibility	45% audit mismatches captured, minimizing losses and improving planning
Operational Agility	High OPEX savings, reduced manual intervention
Customer Experience	Enhanced CSAT through consistent journeys and better service levels
Revenue Uplift	Direct revenue uplift on specific channels

Before & After Snapshot

Before	After Comviva Solutions
Fragmented systems and broken journeys	Unified customer experience across all touchpoints
No real-time inventory tracking	Real-time lifecycle tracking of inventory
Multiple interfaces for agents	Single integrated view across stores and towers
High order fallout and inefficiencies	Streamlined, automated processes for faster fulfillment

Why It Worked

- ✓ **Centralized digital layer** connected all customer-facing and back-end systems
- ✓ **Agent empowerment** with a unified view and real-time insights
- ✓ **Agile deployment** for faster time-to-market and future scalability

Conclusion

Through Comviva's digital enablement and inventory management platform, the telecom operator has achieved significant operational savings, real-time visibility, and an enhanced customer experience. The transformation paved the way for future innovation and a more agile, competitive edge in the Mexican telecom market.

About Comviva

Comviva helps customers unlock new revenue models, enhance customer experiences, and build intelligent future-ready solutions that drive growth. From maximizing customer lifetime value to enabling large-scale digital transformation, Comviva is trusted by 200+ global communication service providers and enterprises to solve complex challenges and prepare for the future. With our solutions deployed across 100+ countries, Comviva has brought the benefits of digital innovation and mobility to billions worldwide. As a subsidiary of Tech Mahindra and a member of the Mahindra Group, Comviva is committed to driving growth, efficiency, and transformation for tomorrow. For more information, visit us at:t

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