



## Information Systems of Nepal Telecom For Customer Service



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#### Introduction to Information Systems of Nepal Telecom

In Nepal Telecom, use of computer and computer-based systems were started from year 1984. In those days we used to say computerization in NTC. Most of the computerizations were to bring efficiency in day-to-day operation of telecom businesses like: Line Maintenance, Line installation, Billing, Cash Collection etc. Most of these systems have helped to increase level of customer satisfaction by providing them better service although these systems were focused on automation of day-to-day operation.

The computerization activities in NTC commenced from the Maintenance Control Center system, Telephone Billing System in X-Based platform and thereby moved on to ledger & Cash Collection and Inventory system with information isolated in separate databases. During 1995, the Corporate Database Project (CDB) started to bring about radical change in overall NTC computerization activities. It mainly focused on simplifying organizational information infrastructure to integrate all business data in one place. From thereon all of the applications are built on top of that same data model. Computerisation activities of NTC is divided into different subsystems to solve different areas of operation: Service Division System (SDS), Human Resource Management System (HRMS), Inventory Control System (MI), Financial System Division (FSD – Billing and Cash Collection)) and General Accounting (GA). Out of those subsystems, the applications for SDS, FSD, HRMS

and MI have been developed and are under implementation in phased manner.

Although we called computerisation in Nepal Telecom in the past, it is the information system, which was developed and implemented. There are two definitions of Information System that are commonly used now a days. One definition says "A system that accepts data resources as input and processes them into information products as output". Another definition says "Any organized combination of people, hardware, software, communication networks, and data resources that collects, transforms, and disseminates information in an organization".

Nepal Telecom has designed, developed and implemented Information Systems based on second definition. Further implementation of Information Systems of Nepal Telecom, are more focused on better customer service. Lets analyse on the enhancement of customer service by using different Information Systems in Nepal Telecom. Some of the systems are introduced as follows:

#### Service Division System

This system is designed to suit one of the core activities of Telecom service provider. It facilitates to automate the process of telephone line connection for a customer, right from the registration till the installation, maintain the connected lines and keep the plant data up-to-date. This system aims to achieve following goals of Nepal Telecom in regard to customer service:

- \* Single point of contact for customer (One window system).
- \* Speed up the new line connection process/subscribers line maintenance.
- \* Online tracking of telephone maintenance and



installation process

- \* Efficient time for Customer service
- \* Information at each service desk for better customer service

### Billing System

This System collect, validate, rate call data, generate bills, collect dues and maintain ledger for the all customers registered with Nepal Telecom. Apart from these, it supports Inter Administrative Accounting i.e. management and accounting of telecom traffic exchanged between carriers, both domestic and international. It has mainly three core sub modules: 1) Bill Processing, 2) Collection & General Ledger and 3) Inter Administration Accounting. This system has facilitated our customers specifically on following area:

- \* Customers can get their monthly statement in collection counter on demand.
- \* Customers can pay their bills in any Nepal Telecom's collection centers. This service is currently available in Patan, Thecho, Sundhara, Naxal and Chabahil counters. This will be extended in all other counters of Kathmandu valley within this fiscal year and gradually expand within other cities.
- \* Partial payment of invoices.
- \* Advance payment to reduce frequent visits to counters for payment.
- \* Single invoice for group of telephones.
- \* Payment through Banks.

### Bill and Enquiry on the Internet

Nepal Telecom customers can down load their monthly statements and enquire about telephone numbers of a particular customer on the Internet. Customers have to browse the web [www.ntc.net.np](http://www.ntc.net.np) and get this service.

Besides above mentioned services to customers. Nepal Telecom has been using various Information Systems to facilitate better customer service and bring efficient operation of telecom services. To name a few are as follows:

Telephone Billing System (CBS), MCC and Enquiry, Ledger & Cash Collection, Bill Printing on-site, GSM Billing and Collection (ABS), Collection through Banks, AM/FM System (Cable Cad), Inventory Control, Service Division, Complain Handling, Plant Data Management.

### Customer service

Nepal Telecom will explore and use new Information systems to improve customer service and ex-

tend relationships in order to simultaneously save money and do a better job of making customers happy. We need to take action before it's too late by learning more about our customers, finding a partner to help with the technology, and creating a plan to continually improve the system. A seamless system that records all customer contacts in a single solution allows customers to effectively help themselves, gives customer-service agents the information they need, saves money, and improves customer satisfaction. Such a system could include any tool that provides customers with online access to information and self-service activities. It could also use interactive voice response to route telephone requests to appropriate agents and provide the agents with the customer's information before the call arrives.

Nepal Telecom in its course of time will make its customer loyal in such level that they will say: "The employees in Nepal Telecom are always friendly. This company goes the extra mile for me. The employees sincerely care about my concerns."

To make this happen, Nepal Telecom is preparing each of the employee to be active part of various Information Systems mentioned above and new ones. Each of employees of Nepal Telecom will know his Information system thoroughly; he will be frequently updated with information. Each of employees will take ownership of customer's problem, even if they are not the cause of. Each of the employees will deal every customer with respect.

In every business, mistakes happen and customers get angry, the same will be in Nepal Telecom also. But when a problem is fixed properly and stays fixed, customer loyalty actually increases! Nepal Telecom shall focus on following activities to solve the problem and actually build loyalty:

**LISTEN** carefully to customer. We need to stop everything we are doing and give the customer 100% of attention.

**EMPATHIZE** with customer's concerns. Let him know that we sincerely care about his problem even if we don't agree with his comments.

**APOLOGIZE** even if we are not the cause of the problem. When said sincerely, the words "I'm sorry" can diffuse as much as 95% of most people's anger.

**RESOLVE** the problem. Let the customer know i am on his side and will do everything i can to help him get the problem resolved.

**NOW** is the time to address the problem. The faster a mistake is fixed, the more likely it is that the



customer will give our company another chance.

Above mantra will be in mind of each employee of Nepal Telecom. Nepal Telecom will open new channels of interaction between customers. Those channels will be based on Personal contact, Web, Telephone, Mobile SMS, Call center, Interactive Voice Response, etc.

**Conclusion**

His Majesty of Government is bringing out policies and programs for better services to citizens using Information Technology. To name a few are: Services delivery through the Internet, E-money transaction,

E-sewa. To provide all these services to our customers, we need to have digitized information about customers and services they have used. We should be proud enough that almost all required information in Nepal Telecom are in digital form and they have been already intensively used within Nepal Telecom. The day will be not so far when we will be providing different online services to our customers like: Payment through Internet, Payment of bills through ATM, Interactive Voice Response (IVR) for 198 service, IVR for Outstanding Payment query, Payment through E-money, SMS based information services, etc.

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