solace.

Customer Success Story

How Airtel improved customer satisfaction by cutting provisioning time from tens of minutes to just seconds

airtel

FAST FACTS

Airtel is the third-largest mobile carrier in the world, with over 438 million subscribers in 20 countries across South Asia and Africa.

Their Problem

Customers were frustrated because it took up to 30 minutes to receive the pre-paid minutes and data services they bought.

How Solace Helped

PubSub+ accelerated the flow of events and information through their system to cut provisioning time to just seconds.

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IN THEIR WORDS

"With Solace now passing recharge information to the benefit posting system, 97% of customers receive their benefits (minutes or data) within seconds."

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Airtel's Key to Success

Most of Bharti Airtel's customers are on prepaid plans thanks to a business model called the "Minutes Factory" that they pioneered. This model revolutionized the telecom industry in Asia by streamlining the delivery of pre-paid minutes, and it helped Airtel serve millions of customers for whom conventional services didn't make sense. But explosive growth strained Airtel's automated provisioning systems, and by 2014 customers were waiting up to 30 minutes to receive pre-paid minutes and data services.

- This frustrated customers and cost Airtel revenue because those customers weren't able to immediately consume the minutes or data services they paid for.
- It also meant Airtel's salespeople and support reps weren't able to focus on selling services or supporting customers who had more pressing problems.

Why they Picked Solace

Airtel selected Solace PubSub+ for its performance, sophisticated pub/sub and fan-out capabilities, and for its ability to guarantee the delivery of events.

Other important differentiators included Solace's built-in high availability, ability to protect against growing message spools, and smooth handling of slow and temporarily disconnected consumers.

How they Benefited

Within two months of buying PubSub+, Airtel deployed it as the foundation of a new provisioning system that reduced the amount of time it took to satisfy prepaid recharge requests.

This improved customer satisfaction and retention, which helped increase their subscriber base and revenue.