



Acceptance of the Internet as a universal business communications tool is creating unprecedented business-to-business (B2B) and business-to-consumer (B2C) opportunities for organizations worldwide. However, these market openings bring with them a more sophisticated customer base, as well as an increasing number of competitors. Any chance a company has to reduce costs, improve customer relationships and generate new revenue can be used as a competitive differentiator. Offering customers new service options, such as EBPP (Electronic Bill Presentation and Payment) is one way to accomplish these goals.

EBPP is fast becoming a business necessity today. ProCARE (Providing Customer Access for Relationship Enhancement) is an EBPP solution by Tata Infotech Limited with the added functionality of Customer Care and Customer data analysis capability. It is flexible enough to be implemented for any business that bills or invoices their customers. If you have several lines of business and would like to have one system that presents the bills electronically to your customers while providing them access to their data along with analysis capabilities, ProCARE is THE solution for you.

ProCARE enables your customers to view their current and previous billing information on the Internet. Bills can be viewed, e-mailed or printed and payments made online by your customers, at their convenience. Your customers can also view their profile, details of subscribed services, along with details of other services being offered by you. Customers can send feedback, register a complaint and view its status on the Internet. ProCARE also provides powerful and easy to use analysis capabilities, which empowers your customers to make the right decisions based on billing details. Rendering this facility to your customers not only improves your customer service while reducing your costs but also enhances and strengthens your customer relationship. In delivering value to companies and customers, ProCARE works in both directions - companies manage their customer relationships while their customers manage their relationships with the companies.

ProCARE has an intuitive and user-friendly browser based interface. It is flexible enough to be quickly customized for any business that bills or invoices their customers. It enables processing of statements and invoices over the Internet leveraging existing data and legacy systems. Designed to enhance customer service with tailored and focussed communications, ProCARE provides you with direct marketing opportunities using banner advertisements and e-mail campaigns. It is designed to reduce the cost of invoicing and payment associated with conventional billings.

ProCARE Highlights

- Provides your customers access to billing information at any time
- Empowers your customers by allowing them to analyze their data
- Reduces the load on your Customer Service Representatives
- Allows your customers to view billed and unbilled transactions
- Provides email based customer contact for better customer service
- Reduces bill processing costs
- Provides powerful and easy to use query and sort facilities
- Offers a choice of viewing the screens in the users choice of language
- Offers an alternate payment mechanism
- Short implementation cycle

Benefits for your customers

- View bills online
- Query and analyze billing information
- Track and monitor expenditure
- Make payments online
- Determine status of payments
- View unbilled information
- Register feedback and view status



Benefits for you

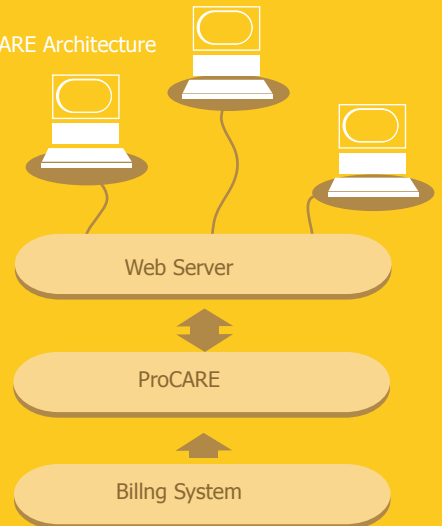
- Easy to keep in touch with your customers
- Improved customer interface and service based on customer preferences
- Advertise your and/or third party products
- Target advertising based on customer profile
- Keep a track of who is using your system and how often
- See your profits go up
- Reduce number of customer enquiries and phone based customer service
- Enable your staff to concentrate on other productive work
- Reduce number of customer care representatives
- Reduce bill processing costs (these include bill printing, paper, envelope, postage and payment processing costs).
- Develop revenue sharing opportunities from site traffic
- Provide ProCARE as a priced service



System features

- Browser based access
- Flexible enough to handle presentment of all kinds of Bills
- Separate ProCARE database that is independent of the Billing system
- Scalable architecture
- Data can be copied onto more sophisticated analysis tools by your customers

ProCARE Architecture



Contact Information

For more details contact:
Customer Care & Billing Group,
Tata Infotech Limited,
80 Feet Road,
Indiranagar,
Bangalore – 560 038,
INDIA.

Phone: +91-(80)-5284681
Fax : +91-(80)-5284491
Email : procare.info@tatainfotech.com
Web : www.tatainfotech.com

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