Case Study

Leading Media & Entertainment Enterprise Modernizes Billing for Scalable Growth



Overview

A leading media and entertainment organization sought to modernize its billing and invoicing environment to support business growth, enhance customer communications, and improve operational agility. The legacy ecosystem was constrained by manual billing processes, scalability limitations, complex system integrations, increasing governance requirements, and evolving customer expectations. Tech Mahindra delivered a modern, enterprise-grade billing and invoicing platform that automated billing workflows, streamlined template management, enabled seamless cross-system integration, and supported multi-channel customer communications. The transformation established a secure, scalable, and future-ready foundation that improved operational efficiency, customer engagement, and readiness for continued growth.



Client Background and Challenges

A leading media and entertainment organization sought to modernize its billing and invoicing environment to support business growth, streamline billing operations, and deliver seamless customer communications.



- **Manual Billing Operations:** Frequent updates to billing templates required significant manual effort and maintenance, increasing operational overhead.
- **Scalability Constraints:** Growing transaction volumes created challenges for existing billing processes, limiting the platform's ability to support business expansion.
- **Integration Complexity:** Complex integration requirements across business systems reduced operational agility and increased process dependencies.
- **Governance, Security & Reliability Demands:** Evolving compliance, security, and reliability requirements placed increasing pressure on the existing billing ecosystem.
- **Rising Customer Expectations:** Increasing demand for seamless, consistent, and personalized communications exposed limitations in the current customer engagement experience.

Our Approach and Solution

We built a contemporary, enterprise-level billing and invoicing platform engineered to increase efficiency, scalability, and to improve customer engagement.

Key elements of the solution included:

- Implemented a secure and scalable billing platform capable of handling rapidly growing transaction volumes.
- Automation of billing workflows and template management processes significantly reduces manual effort.
- Introduced seamless integration across organizational applications and business systems.
- Enabled multi-channel communication capabilities to improve customer experience and engagement.
- Created a scalable and modern architecture to support business growth and future innovation.



Business Impact

Achieved an 87.5% reduction in template creation time, enabling faster billing operations and enhanced process efficiency.

~9% increase in CSAT, reflecting a stronger customer experience.

99.99% email delivery rate, ensuring highly reliable and consistent customer communications.



About Tech Mahindra

Tech Mahindra (NSE: TECHM) offers technology consulting and digital solutions to global enterprises across industries, enabling transformative scale at unparalleled speed. With 146,000+ professionals across 90+ countries helping 1100+ clients, Tech Mahindra provides a full spectrum of services including consult-ing, information technology, enterprise applications, business process services, engineering services, network services, customer experience & design, Al & analytics, and cloud & infrastructure services. It is the first Indian company in the world to have been awarded the Sustainable Markets Initiative's Terra Carta Seal, which recognises global companies that are actively leading the charge to create a climate and nature-positive future. Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies. For more information on how TechM can partner with you to meet your Scale at Speed™ imperatives, please visit https://www.techmahindra.com/.

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