

# PAR INFINITY TRANSFORMS THEIR ENTERPRISE VOICE BUSINESS WITH AIRTEL' CARRIER DIGITAL PLATFORM



## Abstract

PAR Infinity, a premium Voice/ VoIP service provider wanted to transform its Enterprise Voice Business. Par Infinity needed a centralized digital voice platform using which they can eliminate manual operations and multiple touch points for signup, contract, finalize best price rates, and setting up the interconnects.

Par Infinity adopted Airtel Business 'Carrier Digital Platform' to transform their Enterprise Voice Business. The centralized online platform provided a unique self-service model to Par Infinity to do voice business with Airtel at click of a button. This platform has helped Par Infinity to drastically reduce signup, contract and interconnect time, gain real time visibility into all traffic, rates, revenue, balance alerts, and payment related metrics.


**Client**

Par Infinity


**Industry**

Telecommunications


**Offering**

Enterprise and Wholesale VoIP, did and Toll Free Numbers

“ Since we have inter connected with Airtel, it's been a real pleasure to use your pure CLI routes. Riding on your network, we are able to profitably deliver a hassle free A 2 Z termination to our own clients. We are delighted with the quick response from your Carrier team and expect to further grow bilateral business. ”

- Pankaj Garg Director & CEO , PAR Infinity Limited



## Challenges

Conducting enterprise voice business through offline channels with traditional business model was impeding the business agility of Par Infinity. For all manual operations such as signup, contract, finalize best price rates, and setting up the interconnects, company had to go through multiple touch points in the form of stakeholders, emails, messages etc. These were prone to human error and were taking significant amount of time and effort. These manual obsolescent methods restricted Par Infinity to do signup & contract, establish interconnects in time in line with changing user demands. This created the need for next generation digital platform.



## Solution

Par Infinity adopted Airtel Business 'Carrier Digital Platform' to transform their Enterprise Voice Business. Carrier Digital Platform is an online platform that is one step forward to develop next generation voice business models through digital transformation and automation. It provided a unique self-service model to Par Infinity to do business with Airtel at click of a button. This platform helped Par Infinity to eliminate offline voice channels and manual operations and now acts as a one stop shop for the company to do signup, complete contract, identify best price rates, assured call quality, setup the interconnects and real time visibility into traffic, traffic rates, payment and destinations of choice.

**Airtel Business 'Carrier Digital Platform' offered a unique self-service model to Par Infinity to do enterprise voice business with Airtel at click of a button, through digital transformation and automation.**



## Business Benefits



**Signup & Contract**  
Time is reduced from 15 days to 1 day



**Interconnect time is**  
reduced from 7 days to 1 day



**Company can now easily propose**  
buy or sell rates online, create their own watchlist for real time rates alerts



**Real time visibility and analytics**  
into all traffic, rates, revenue and payment related metrics



**High customer satisfaction**  
as the platform is entirely automated and offers transparency into class of service



## About Airtel Business

Airtel Business is India's leading and most trusted provider of ICT services with global network across USA, Europe, Africa, Middle East, Asia-Pacific, India and SAARC regions. We serve over 1000 global enterprises, 2000 large and 500,000 medium/small businesses across India. We offer a diverse portfolio of products and services such as Data Connectivity, Voice & Messaging, Collaboration, Cloud, Data Center, Security, IoT, Enterprise Mobility, Network Integration & Professional services to Enterprises, Government, Carriers, Small & Medium Businesses, OTTS, and Mobile Network Operators across the globe.

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