

Revenue Assurance

Russia's telecommunications market is growing rapidly. Your company has been successful in this field through implementing new technologies, introducing new products and demonstrating a flexible marketing policy.

Your company is aiming towards telecom market leadership both through developing and maintaining a cutting-edge technology infrastructure and by utilizing internal opportunities to enhance revenue without increasing costs significantly.

The revenue stream process has become increasingly complex due to the number of participants and types of services being offered. Yet despite the most advanced technology infrastructure, revenue leaks may occur at various points along the revenue stream and are potentially quite significant.

Most telecom executives would agree that inefficient control over the revenue stream process may cause revenue leakage of up to 5% or more. Our experience suggests that the potential for overall revenue leakage can be in excess of 11%.

That is why telecom executives pay particular attention to revenue assurance, its completeness and integrity.

Definition

We see Revenue Assurance as a continuous endeavor aimed at improving operational efficiency and ensuring that all possible revenue is collected.

What are the benefits for the company?

- Recovered revenue for services provided but not billed
- Minimized enterprise risk
- Optimized operational performance
- Establishment of an on-going process to avoid future leakage

Our approach

Our Revenue Assurance service is an end-to-end analysis of the revenue stream processes, which goes beyond the traditional approach to Revenue Assurance, identifying problems that are generally not revealed through the analysis of any single area of revenue generation in isolation.

Our approach is balanced between achieving short-term, bottom-line impact and implementing long-term/fundamental process-driven changes preventing future revenue leakage.

We take a more comprehensive, process-based view of the causes of revenue leakage by focusing on the processes, systems, and employee practices that drive financial performance in functional areas throughout the enterprise.

We strive to complement our clients' internal Revenue Assurance functions/groups, which are often focused only on the usage processing and billing processes.



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