Telco 360

A comprehensive solution for the telecom industry leverages the capabilities of Microsoft Dynamics 365 CRM. It is verticalized for the communications sector and integrated with various tools and systems to offer comprehensive customer relationship management. Key features include customer case management, contact and account management, interaction management, lead and opportunity management, order management, identity management, and a 360-degree customer view. The solution incorporates modules for sales, order management, customer service, field service, and marketing tailored for telecom services.

Challenges

- **Contact and Account Management:** Define the complete organization work breakdown structure using product provided out of the box features and custom modules.
- **Customer Case Management:** Cloning the record by defining different business rules.
- **Interaction Management:** Getting interactions from channels that do not use Microsoft Dynamics 365 CRM (e.g., Web, USSD) is a challenge.
- **SFA Lead & Opportunity Management:** Compensation and commissioning management are not available out of the box and customer-specific changes and integrations will be required.
- **Order Management:** Customizations for HAND loyalty, subsidization, and bulk validations are needed.
- **Customer 360° View:** Integrations will be required with BSS and other channel systems to build a 360-degree view.
- **Social Media:** Customer-specific customization is needed for assigning priority for proper response to customer comments on social networks, communities, and forums.
- **Dealer and Partner Management:** Customer-specific dealer and partner management requirements and dealer and CSR hierarchy structures with roles & profiling allocation (login) are needed.

Offering

- Essential customer hierarchies and language preferences and enabling cross-channel handovers.
- Mature case management with automation of assignments, routing, escalation, workflows, notifications, and SLA management.
- Storing and retrieving all interactions from multiple channels, including comments, attachments, and interaction history reporting.
- Customized compensation and commissioning management using separate Billing System (outside from Microsoft Dynamics 365 CRM). Strong lead and opportunity management, territory management, offline access, Microsoft Outlook integrations, reports, and goal setting.
- Framework for order and asset management, ready integration between Microsoft Dynamics 365 CRM & various Catalog and telecom-specific customizations. Integrates between native Microsoft Dynamics 365 product catalog and a full-fledged CPQ tool (e.g. Apttus, Sigma, Cloudsense, etc.)
- Comprehensive identity management features out of the box
- Personalized views with exhaustive and easy-to-use dashboarding capabilities.
- Author and publish knowledge articles, define groups, subgroups, communities, and provide role-based access and a fully enabled self-service portal.
- Capturing and analyzing comments on social media, deploying & prioritizing knowledge to media pages, and monitoring interactions within media through third party social media connectors like Sprinklr, Twilio, Telesign, etc.
- Hierarchical structures for dealer and partner management, geolocation capabilities, and multi-team support.

Outcomes

- Enhanced customer engagement and satisfaction through a unified 360-degree customer view.
- Improved efficiency and productivity in handling the E2E Life Cycle management of customer cases.
- Effective management of interactions from multiple channels, including comments, attachments, and interaction history reporting.
- Streamlined sales and order processes with better lead and opportunity management.
- Optimized product selection and cross-sell/up-sell opportunities.
- Reduced operational costs through flexible and scalable product catalogs and automated workflows.
- Strong reporting and dashboarding capabilities with multi-format support and fresh data.
- Configure a sophisticated, scalable, error-free solution.
- Streamline sales cycles by minimizing quotation generation time.
- Accelerate the introduction of new products to the market.
- Enhance user experience with a user-friendly, intuitive interface for guided product selection.
- Facilitate improved cross-sell and up-sell conversions.
- Optimize product selection for diverse user communities.
- Reduce total cost of ownership (TCO) through flexible and scalable product catalogs.

Benefits of Solution

The solution delivers substantial financial benefits through a combination of warranty cost reductions, operational efficiency, regulatory compliance and others:

- **Reduced operational costs:** The use of flexible and scalable product catalogues can lead to 20% cost savings.

- **Reduced sales cycles:** By decreasing the time needed to generate quotations, sales cycles are shortened, leading to 30% faster deal closures.

- **Increased revenue:** Higher close rates contribute to increased revenue by 25%.

- **Targeted Segmentation and Sales:** Improved Sales efficiency & conversion rates. Aim to nearly double customer bases YoY.

- **Enhanced customer experience:** Guided product selection improves the overall customer experience. Enhanced user experience with intuitive UI and seamless integration across various touchpoints. Enriched functionality on Mobility.

- **Quickly bringing new products to market:** The ability to swiftly introduce new products helps in staying competitive.

- **Improved cross-sell and up-sell conversions:** Optimized product selection for different user communities enhances cross-sell and up-sell opportunities.

- **Configuration of complex, error-free product solutions:** Ensures that product configurations are accurate and meet customer needs

- **Scalability:** Flexible and scalable solution capable of adapting to evolving business needs and customer demands.

- **Comprehensive Reporting:** Strong reporting and dashboard capabilities providing actionable insights and metrics.

- **Enhance agility in Customer Management** to achieve quicker resolution of customer requests and issues.