

White Paper Telecommunication CRM



White
Paper



CRM for Telecom Industries

- This document contains Case study on various implementations of CRM for Telecommunication industries. Variance InfoTech has an experience of more than a decade in offering CRM to Telco, Fiber Network, GSM, MVNO , MVNE platform.

Overview

- This Document is aimed to showcase implementation of CRM of various nodes of telecommunication industries.

About Variance InfoTech

- We are a Technology Consulting company with expertise on Enterprise Softwares offering Development, Integration, Business Process Management and Implementation with Training.

- With the growing Team of 75+ we have built our expertise in Industry specific solutions. We help Enterprises and Entrepreneurs to stay ahead in their markets by enabling their business with the right technology.
- Our well defined processes and proactive approach helped us deliver on schedule with the best time and cost combination to our clients.
- Variance InfoTech having Dedicated 40+ Team member working on CRM for the industry verticals.

We passionately enjoy helping
Startups and MSMEs
to Market leaders and Large Corporates
in making them Tech Enabled

Project Overview :

- Implementation of CRM module will support the Sales and the Ordering process, establishment of the Customer Organization, Lead and opportunity Management, Customer Order management, Customer Contact, Information management and Trouble Ticketing module
- Customers need a CRM that allows them to easily manage and track their fiber optics network infrastructure, including cables, nodes, splices, and terminations. This includes features such as asset tracking, location mapping, and capacity planning.
- CRM should support flexible billing options and account management features tailored to the unique billing models of fiber optics services. This includes billing for bandwidth usage, service tiers, and value-added services, as well as account management functionalities such as account balance tracking and invoice management.

Telecommunication Work and Case Study

Case Study # 1 :

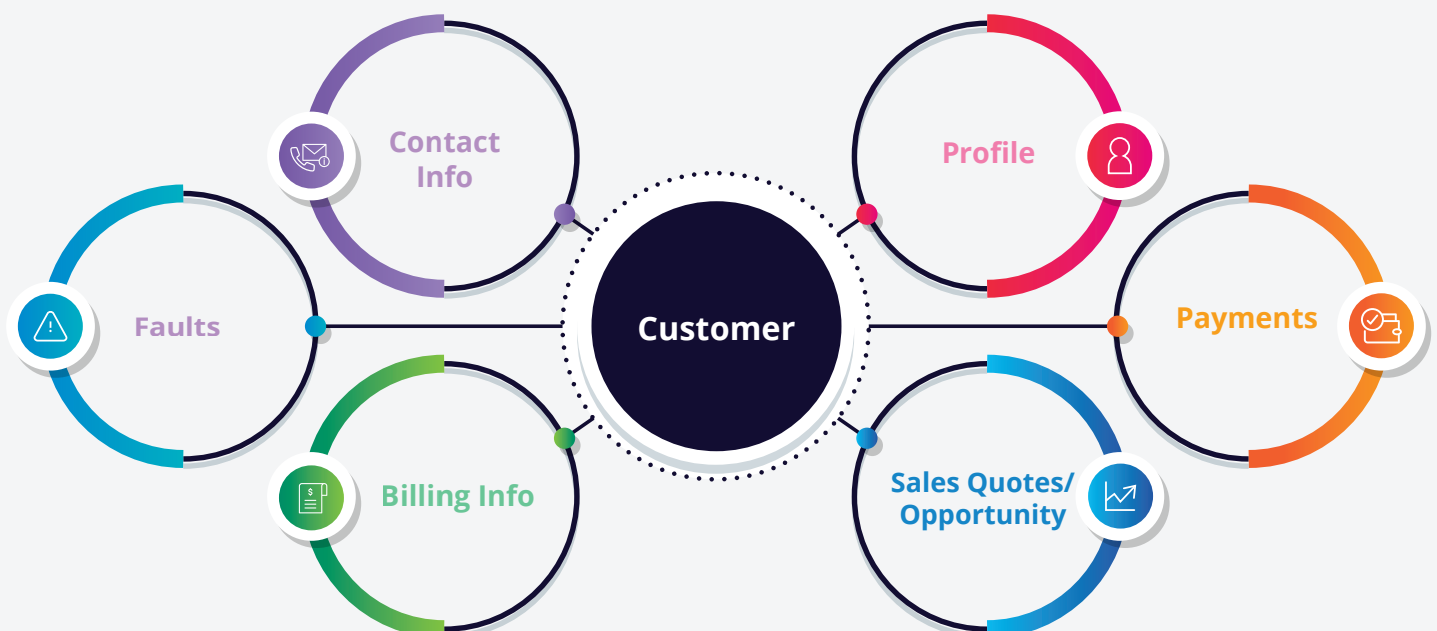
CRM for Botswana Fiber Networks

Customer :



Features & Functions :

- Customer 360 degree view



- **Lead Management**
- **Opportunity Management :** Different status of the Opportunity needs to be maintained which will be configurable.
- **Solutioning :** Solution design based on the products selected in the opportunity offline.
- **Feasibility :** Products captured as part of the opportunity details would flow in to the NOC team to do the pre-feasibility check.
- **Quote & Proposal Generation :** Products captured as part of the opportunity details would flow in to the NOC team to do the pre-feasibility check.
- **Customer Order Management :** Account manager would have an option to prepare the quote which would have product details along with the charges such as One Offs, Recurring/non Recurring, and Discount etc.
- **Modify Order :**
 - Upgrade/Downgrade – request to change bandwidth on the installed product.
 - Transfer within premise – In this scenario when customers request to shift within the same premise or the building, this order sub type would be selected.
 - Transfer within City – When a customer requests to transfer the current site location to a new location within the city limit, this order type would be selected.
 - Transfer outside City – When customer request to transfer the current site location to a new location outside the city limit, this order type would be selected.
- **Order Validation and Order Booking :** CRM will create one Validation request for one Order.
- **Customer Order Life Cycle management :** CRM would manage the overall customer order life Cycle.
- **CRM Report List :**
 - Account Manager wise sales pipeline
 - Source Wise Leads Generated Daily/monthly
 - Total Opportunities Created Daily/Monthly
 - Lost Opportunity
 - Lead not converted into Opportunity
 - Total Order Generated Daily/Monthly
 - Daily Sales Report
 - Out of the Box repor

- CRM Integration with API :
 - PLM Module
 - Billing Module
 - OSS – Provisioning module
 - SMS Gateway
 - Email Gateway

Screens :

The screenshot displays the VARIANCE CRM interface. The top navigation bar includes the VARIANCE logo, a search bar, and an 'Advanced' search filter. The main content area is divided into several sections:

- Dashboard:** Includes a 'Recently Modified' link.
- Opportunity Details:** A table showing key information for opportunity 'op1':

Opportunity Name	op1	Opportunity Number	OPT50000766	Customer Name	TEST_MNP I
Created Time	05-04-2016 16:44:02	Required Delivery Date	11-04-2016	Created By	Admin
Modified Time	05-04-2016 16:45:49	Order Type	Provide Order	Is Converted From Lead	No
Status	Converted to Quote	Service Type	Prepaid	Assigned To	Admin
Contract Period					
- Description Details:** A section for entering a description.
- Product Details:** A table showing product information:

Product Details				Currency : Thailand, Baht(฿)		Tax Mode : group	
*Product Name	Charge Name	Charge Type	Quantity	Amount	Total	Net Amount	
INFRA_PKG Description:	CTN_CHARGE	OneTime	1	100.00	100.00	100.00	
Billing Account:EA960002588	Service Account:SA960002546	Service Instance Account:SI960002589					
Products Total				100.00	Pre Tax Total	100.00	(-) Tax 0.00
						Grand Total	100.00
- Opportunity Details (Sidebar):** A vertical menu with options: Comments, Updates, Activities, Products, Documents, Quotes, Order.

Key Features:

- Customer life cycle management
 - Registered - Assign 'Registered' status to newly created account when inventory is not associated
 - Activate account when an account is ready for service usage after inventory association
 - In-Active – Account is inactive
 - Suspend- Temporarily suspend either customer requested or due to non-payment
 - Terminate – Account terminated either customer requested or due to non-payment
 - On-Hold – System should allow to hold the order for a specific reason
- Customer escalation management
- Automation of business letters
- Customer management
 - Hierarchical representation
 - Billed to party
 - Lead Management
 - Opportunity Management : Different status of the Opportunity needs to be maintained which will be configurable
 - Quote & Proposal Generation : Account manager would have an option to prepare the quote which would have product details along with the charges such as One Offs, Recurring/non Recurring, and Discount etc.
 - Customer Order Management : All the required information would automatically flow to the order entry screen post conversion of opportunity to an order.
 - Modify Order :
 - Upgrade/Downgrade – request to change bandwidth on the installed product.
 - Transfer within premise – In this scenario when customers request to shift within the same premise or the building, this order sub type would be selected.

Telecommunication Work and Case Study

Case Study # 2 :

CRM for GSM Provider from Thailand

Customer :



Project Overview :

- CRM module will support the Sales and the Ordering process, establishment of the Customer Organization, Lead and opportunity Management, Customer Order management, Customer Contact, Information management and Trouble Ticketing module for Prepaid and Postpaid business for Retail & Enterprise segment.
- The CRM system should support multi-tenancy features. The business model is MVNE (network Operator) and MVNO (the franchises). The data of one MVNO should not be accessible to another MVNO though MVNE can see data of all the MVNOs.
- It should also support multilingual (local Thai)

- Transfer within City – When a customer requests to transfer the current site location to a new location within the city limit, this order type would be selected.
- Transfer outside City – When a customer requests to transfer the current site location to a new location Outside the city limit, this order type would be selected.
- Order Validation and Order Booking : CRM will create one Validation request for one Order.
- Customer Order management : CRM has the following order management feature for GSM service providers.
- Customer Order Life Cycle management : CRM manage the overall customer order life cycle
 - Post entry validation
 - Configurable order status
 - Unique order ID generation
 - Various POSTPAID/PREPAID requests such as
 - Service activation
 - Call barring
 - VAS
 - SIM provisioning/replacing
 - CuG
 - FnF
 - Roaming Domestic and International
 - Payments/Advance/Deposits
 - Pre-to-post conversion
 - Suspend/reactivate
- Campaign management
 - Marketing list
 - Notification via SMS/email
 - Promotions
 - Reporting

- CRM Report List
 - Account Manager wise sales pipeline
 - Source Wise Leads Generated Daily/monthly
 - Total Opportunities Created Daily/Monthly
 - Lost Opportunity
 - Lead not converted into Opportunity
 - Total Order Generated Daily/Monthly
 - Daily Sales Report
 - Out of the Box report

Key Features:

- User Integration
 - Search user
 - User migration through CSV
- Trouble ticketing management
 - Support engineer details
 - Ticket life cycle
 - Issue category
 - Ticket status management

Telecommunication Work and Case Study

Case Study # 3 :

CRM for 24Online Service Management System

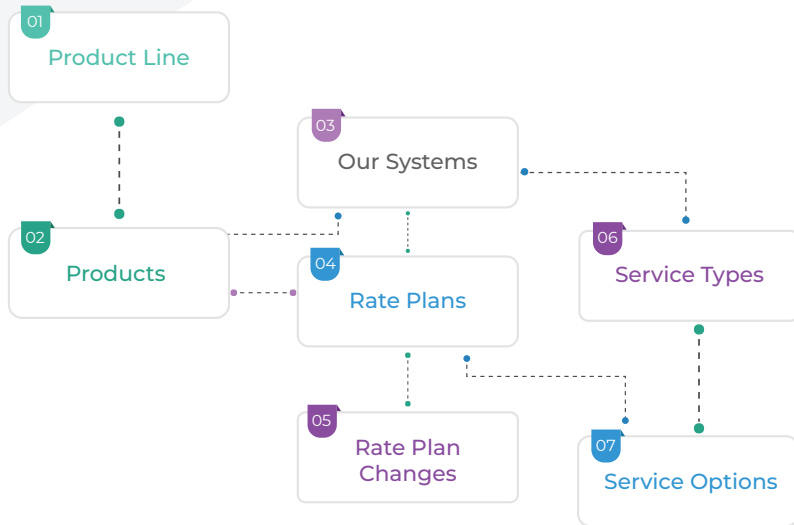
Customer :



Project Overview :

- CRM is an organized approach utilized to manage user's details and evaluate customer interactions throughout their lifecycle. CRM system is designed to compile complete information of customers in to a single database useful for tracking workflow performance and business productivity

Data Model



Telecommunication Work and Case Study

Case Study # 3 :

CRM for GSM Provider from Nigeria

Customer :



Project Overview :

- Implementation of CRM for VOIP Telephony and Internet service provider having Integration with Billing System.

Key Features:

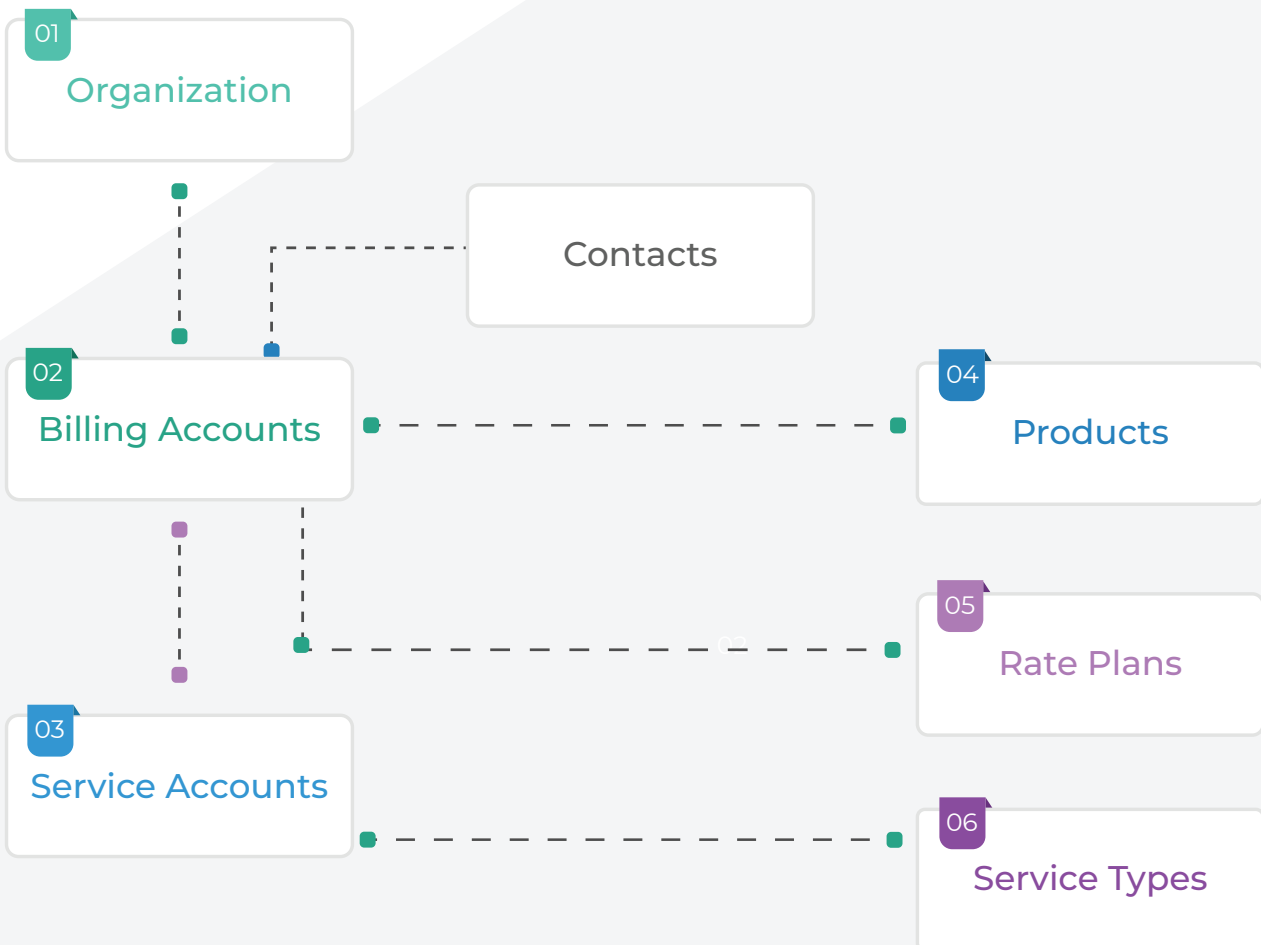
- Lead Management
- LDAP Integration
- SMS/Email Integration
- Call Center integration with Elastix (an asterisk Implementation)
 - Click to call from CRM to Leads and Contacts.
 - Incoming call from any lead or contact's number will open that record in detail view.
 - In an incoming call does not match with any of the Leads or Contacts in CRM, it will open a new Lead form to save data related to the new number.
- Live Chat Integration
- Customer Satisfaction Survey tracking
 - A feedback mechanism that can be triggered manually or automatically
- Customization of Product catalog to address the full range of ipNX's services portfolio

- Integrate Product with various system

- Voice, Data and Public/Managed Wi-Fi service plans on Freeside (Retail) Billing system
- Point-to-point and Mult-point links for Enterprises on Freeside (Enterprise) Billing system
- Email, domain and website hosting service plans on WHMCS
- Event Wi-Fi

- Freeside System Integration

- For seamless access to information on Freeside (open source billing system) such as service plans, telephone call rates, service accounts, payment records, billing records, call detail records, data usage records.
- Integration with core billing systems, Freeside (Retail) & Freeside (Enterprise), for 360 degree view of our most important customer relationships



Project Overview :

- Implementing a CRM system for a telecom operator in the SIM card business requires addressing specific requirements tailored to the telecommunications industry and the unique aspects of SIM card management. Here are the key requirements for CRM implementation.
- Implement a robust CRM system tailored to the needs of the SIM card business.
- Efficiently manage customer data, SIM card inventory, and subscription plans.
- Streamline SIM card provisioning, activation, and lifecycle management processes.
- Enhance customer support capabilities through integrated ticketing systems and knowledge bases
- Ensure data security and compliance with industry regulations such as GDPR and telecom-specific standards.

Telecommunication Work and Case Study

Case Study # 5 :

CRM for Telecom service provider from Somalia

Customer :



SolTelco CRM Features

- » Increase the Product Quantity from Purchase Inventory in SolTelco Admin User
- » Generate Order from SolTelco Admin User
- » Approved/Reject the Order by the Supply Chain Manager
- » Received approve order by SolTelco Admin User
- » Generate Order from the GSM/Sales Manager
- » Approved/Reject the Order by the SolTelco Admin User
- » Received approved Order by GSM/Sales Manager
- » Distribute the Order to the Cashier
- » Cashier Receive/Cancel the Order
- » SIM Division (New SIM Card / SIM Reprogramming) by the GSM/Sales Manager
- » SIM Distribution by the GSM/Sales Manager to Cashiers
- » Receive / Cancel SIM Distribution by the Cashier

SoTelco CRM Features

- » Distribute the Order to the Cashier
- » Cashier Receive/Cancel the Orde
- » SIM Division (New SIM Card / SIM Reprogramming) by the GSM/Sales Manager
- » SIM Distribution by the GSM/Sales Manager to Cashiers
- » Receive / Cancel SIM Distribution by the Cashier
- » Create Package for Ordinary and VIP Number
- » Create Addon Service by Admin User
- » Create Sub-Addon Service according to Addon Service
- » Create Coupon by Cashier
- » Approved by GSM/Sales Manager
- » Received approved Coupon by GSM/Sales Manager
- » Sales Accounts (Add all the Accounts)
- » Account Transaction (After Selling New Number and Smart Device, Create Record automatically from System)
- » Place an Order New Number
- » Place an Order Smart Device
- » Place an Order Re-activation
- » Place an Order Re-activation
- » Journal Opening by Chief Cashier
- » Journal Closing by Cashier
- » Create Customer Classes
- » Create Age Campaigns (Run the Campaigns)
- » Create Usage Campaigns
- » Create and Provide Manual Offer to the Customer
- » Create SMS Template
- » SMS Log - store log for SMS when we run campaigns and send SMS to the customers
- » Happiness Meter Settings (For Customer Feedback)
- » SoTelco (Customer) Reports
- » Add/Remove DND service Postpaid & Prepaid