



Leading Telecom Company Optimizes CRM System, Enhances Customer Experience

Background

The client is a global telecommunications company focused on wireless, cable, and enterprise networks. Its business units offer global connectivity solutions, network solutions, and professional services. They service all types of networks through a combination of equipment, solutions and services.

Client Pain Points

The client needed to optimize its CRM processes so that different business units can access and leverage customer data.

Nsight Solutions

Nsight helped the client deploy an IC Web client-based contact center solution for managing customer actions over multiple channels.

- Implemented an integrated and sharing customer data model within SAP CRM 2007 solution which can be leveraged by other business units and projects.
 - Delivered a real time interface between SAP CRM 2007 and Salesforce.com using SAP PI.
 - Optimized and balanced customer service resource load serving different customer channels.
 - Delivered closed loop reporting and KPIs supporting the project objectives to measure success.
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Business Benefits

Enabled by their new CRM system, the client was able to get the following business benefits:

- Established an end-to-end process that integrates marketing leads all the way through opportunities, forecasting, quotations, and orders.
- Gained an integrated view of customer interactions across Sales, Service and Marketing.
- Optimized CRM processes and enhanced customer experience.