

ENHANCED CRM SYSTEM FOR EXCEPTIONAL CUSTOMER EXPERIENCE

A global telecommunications company turns around customer experience with SAP CRM 2007

ABOUT THE CLIENT

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.

NSIGHT ADVANTAGE

Focus on delivering purpose-driven client solutions.

Deep knowledge in the CRM Industry.

Trained and certified SAP professionals to leverage CRM solutions.

Help businesses unlock sustainable growth.



CHALLENGES

- Needed to optimize CRM processes so that different business units could access and leverage customer data.
- Non-integrated customer management applications and sales activities.
- Lack of a centralized reporting system delayed decision-making as data was pulled from different data sources and was not real-time.
- There was no clarity on sales opportunities and activities.



SOLUTION

- Nsight helped the client deploy an Interaction Center(IC) - a web client-based contact center solution for managing customer actions over multiple channels.
- Implemented an integrated customer data solution with SAP CRM 2007 that other business units and projects also leveraged.
- Delivered a real-time interface between SAP CRM 2007 and Salesforce.com using SAP PI (Process Integration).
- Optimized and balanced customer service resource load-serving different customer channels.
- Delivered closed-loop reporting and KPIs to support the project objectives to measure success.



BUSINESS BENEFITS

- Established an end-to-end process that integrates marketing leads through opportunities, forecasting, quotations, and orders.
- Integrated view of customer interactions in Sales, Service and Marketing functions.
- Optimized CRM processes, enhanced customer experience, increased customer satisfaction and revenue.

