techvista
A Systems Limited Company

Leading telco operator, improves lead nurturing through an automated LMS

Revitalizing telco operator's legacy lead generation engine with all-out automation across all channels to achieve greater visibility.

Focus
points

Our client confronted discrepancies in their Lead Management Systems (LMS) due to the presence of 30+ channels with varying user experiences. These channels led to the exhaustion of their resources, and inflicted greater costs on the bottom line. To overcome this challenge, a unified LMS solution was required to boost the resources' performance and capitalize on potential opportunities.

Techvista presented a comprehensive OMNI Lead Management System powered by Microsoft Dynamics 365 that automated the complete lead-to-order journey of our telco client. The LMS provided a 360-degree view of the whole lead management process, which enabled the concerned competencies to identify and capture potential opportunities that could generate substantial revenue for the organization.

The automation of our client's lead management core redefined the lead-to-order enrichment and conversion process across all the channels while aligning its partners on a single platform by auto-sync data feature. After the implementation of OMNI LMS solution, the telco operator observed the following results:

30+ channels
with a unified user experience

1000+
leads per day

5 million
leads per month

With majority of its shares owned by the government, our client enjoys the status of being one of the world's fastest-growing telco operators with the current global customer base of 159 million, out of which 12.7 million subscribers belong to the Emirati market alone.

The said telco operator aspires to stay ahead by remaining proactive and receptive to dynamic market trends and promptly responding to its customer demands. This enables our client to sustain their unrivaled leadership in the EMEA's telco sector with an ever-contended customer base.

What makes this telco operator so competitive is the accomplishment of its strategic objectives that shape its thriving future: digital inclusion. The leading telco operator strives to progress further by delivering greater customer value to its end users by devising and implementing flawless customer-centric strategies with the help of the latest and seamless digital solutions.

To achieve hyper-agility in the form of greater operational visibility and an expanded digital roadmap across its global nexus, the telco operator partnered with Techvista to automate its legacy IT infrastructure to become proactive to cope up with rapidly changing market trends.

The
challenge

Lead generation is a meticulous and consuming task. Hence, its necessary to ensure the lead generation systems to be free of any technical barriers. The lead generation engine of our client's telco operations faced issues while functioning with more than 30 different channels and most importantly, all the channels led to different user experiences, creating more problems for the teams concerned to find better leads.

It is evident that there was a lack of a unified lead generation model that could reduce the excessive reliance on manual or legacy mechanisms and result in greater resource engagement. The dependence on manual processes caused latency and opened room for more technical issues.

Consequently, the involvement of too many channels caused an interim delay for the agents to act on the potential leads putting a detrimental impact on their overall performance. The unstructured lead management system with different user experiences was negatively affecting our client's bottom line, which the organization realized and was searching for a quick and sustainable solution.
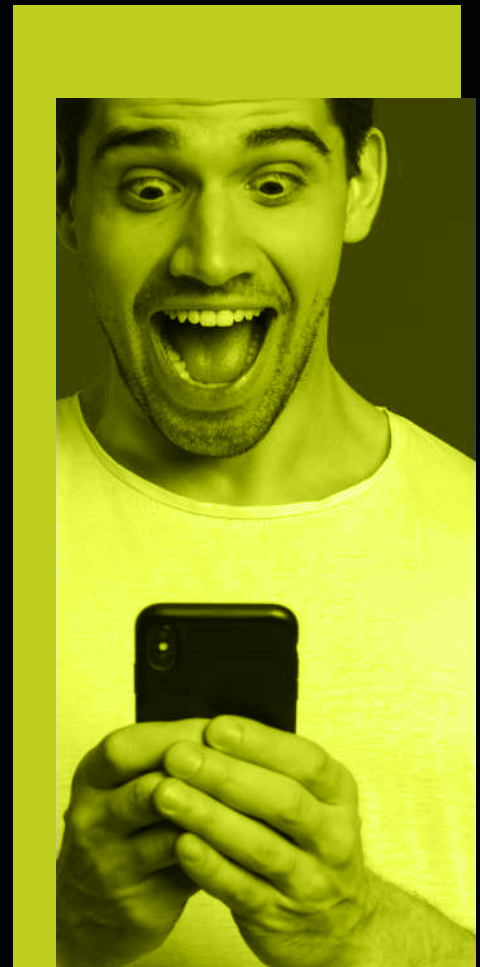
Unique implementation
approach

As established above, our client acknowledged the need for a unified lead generation core that would help boost its agents' performance by operating on a unified platform that would help them capture potential leads with a higher probability of conversion.

Techvista proposed a unified OMNI Lead Generation Engine as a consolidated package to resolve the delays caused due to the multi-channel lead generation process and varying user experiences.

Implemented elements

The first in the implementation pipeline was a holistic OMNI Lead Generation Engine reflecting a full-scale redefinition of our client's lead generation processes with complete automation encompassing all the channels.

The automated consumer lead management structure rendered critical information to the concerned personnel to make intelligent business decisions backed by real-time data while reducing the extensive manual working hours every week.

With Techvista's comprehensive solution, our telco customer enabled its indirect channeling partners to conduct business on a single platform. With all the data of the partner synced, and most importantly, user experience displayed positive results due to the easy-to-use interface.

Business
outcomes

The OMNI Lead Management System has produced impressive results leading to our client's substantial visibility in exploring lucrative avenues and capturing endless opportunities. This move to automate the lead management processes has generated the following outcomes in our client's telco operations:
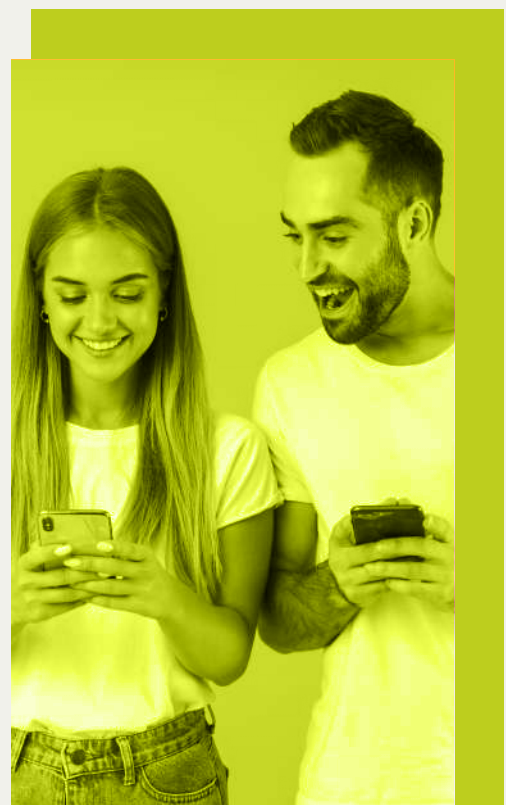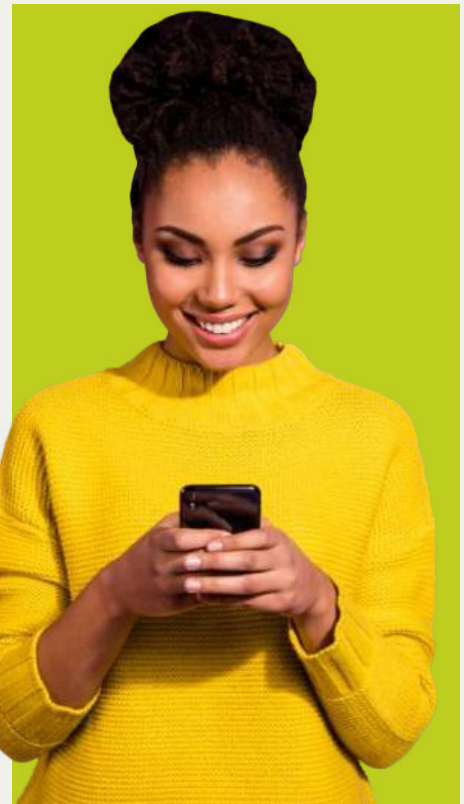
A 360-degree view of the lead-to-order journey with associated SLAs

Clear performance visibility with effective reporting mechanisms

Automated order update and completion via integrated downstream systems

Real-time integration and performance management of telco operator's business partners

End-to-end lead-to-order enrichment and conversion with omnichannel lead capturing model

A highly interactive role-based dashboard providing an overview to the management and associated partners for prudent decision-making

1000+
leads per day

5 million
leads per month

30+ channels
with unified user experience

The instant success of the OMNI Lead Management System is a testament to the magnitude of trust the telco operator puts on Techvista when it comes to the successful culmination of its strategic objective – digital inclusion. This partnership is bound to create endless opportunities for our client and its stakeholders while it strives to retain its market leadership.

About
Techvista

Techvista aspires and strives to solve complex business problems and present viable, and cost-effective solutions to our clients by drawing a clearer picture of their future roadmap, and we do that by digitally transforming their infrastructure. We successfully embed disruptive digital solutions into their existing functionalities and enable them to be the trendsetters in the business landscape – without compromising on the quality and precision of our work. With the help of our innovative project delivery model, we combine the benefits of onsite agility and offshore affordability to provide superior value to our clients. To find out how we digitally enable your organizations by automating the functionalities to see beyond the horizons and set benchmarks, visit us at www.techvista.com or follow us @TechvistaSystems.