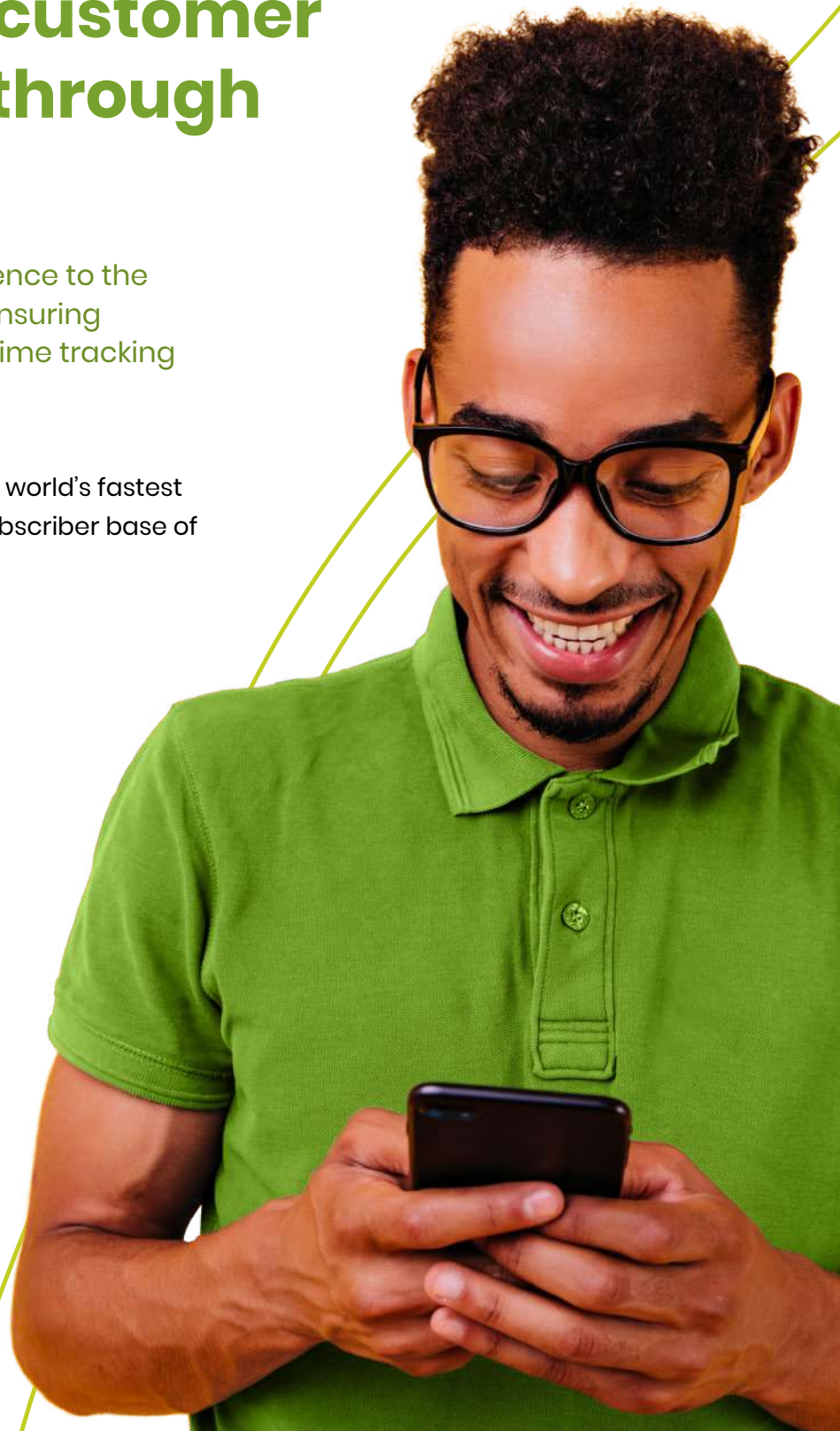


# Telco Leading Operator fine-tunes its customer relationships through automation

Providing an omnichannel experience to the competencies concerned while ensuring full-fledge accessibility and real-time tracking of customer orders.

The said telco operator runs one of the world's fastest growing mobile network with global subscriber base of 159 million.



Referring to with our client paramount position in the global telecom industry, Our client strives to remain proactive to stay ahead of the curve and hence, hone its forte of delivering a fast-paced network to its worldwide clientele. The organization is determined to render state-of-the-art services through innovative digital technologies.

Our client aims to deliver convenience, and sustainable value by devising, delivering, as well as performing digital operations while leveraging the latest technology to resolve high-profile problems.



Recognizing our client's determined pathway to spread the digital business tech footprint across its operational competencies, we provided full-scale automation of its IT infrastructure, which would help our client address its future goals and remain agile.

## Focus points

The leading telco operator observed a decline in customer experiences due to inadequate sales management visibility, unfair distribution of workload, ineffective lead generation practices, and no real-time inventory updates. Such issues disjointed service centers of our. The problem? Conventional customer management practices.

Techvista presented Unified Order Management Core powered by Microsoft Dynamics 365, which instantly resolved our client's concerns by automating and unifying all its business interactions with the stakeholders.

The seamless integration with all core systems, a holistic customer and order review enabling customers to stay updated with real-time updates on their orders, and an omnichannel experience for order creation produced the following results for our client:

## The challenge

Considering a substantial customer base, our client deemed it indispensable to ensure a communication platform free of hindrances or latencies to sustain a long-term relationship with its stakeholders: customers. But our client confronted difficulty in accomplishing the said goal, the hindrance? Its legacy sales infrastructure.

The unwieldy sales management visibility for the customer service procedures was not sufficient to entertain the users with their concerns promptly. It was due to the lack of proper channels as well as data management structures to support the sales personnel in catering to the customer queries.



Similarly, the lead distribution mechanism was not utilized in an intelligent manner. The workload allocation was majorly haphazard, which indicates that some agents were burdened with excessive workloads while others remained unproductive.

Following this, it was not feasible to maintain a real-time check and balance on the inventory with the legacy systems. The agents were completely unaware of the current inventory status while booking new orders. The whole booking process was subject to the respective agent's mere anticipation.

Consequently, the whole sales process from lead generation to order completion was disturbed and remained disjointed across all the service centers.

Our client was looking for a unified solution to resolve all these issues altogether, and Techvista had that solution. Techvista laid down the following roadmap for our client as a resolution to its customer management issues:

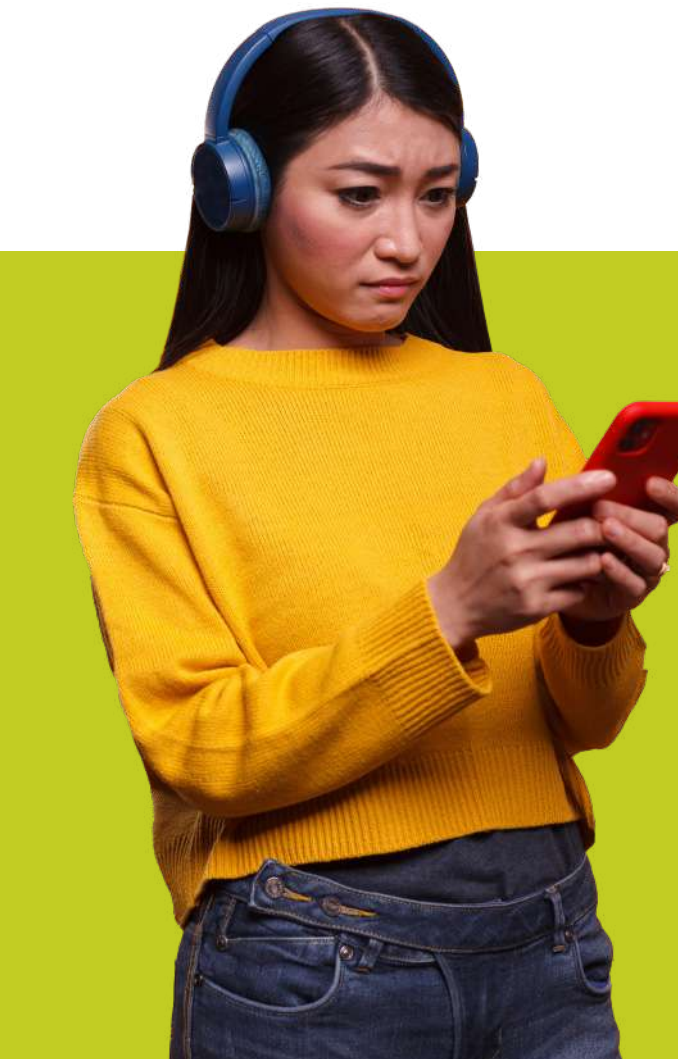
- Deployment of a Unified Order Management Core that would unify and automate channels of interaction among the sales personnel and the relevant stakeholders.
- The Order Management Core to be integrated across all the mobile platforms as well as fixed products providing interfacing for partners too.

- The upgraded order management system includes automated customer experiences, requests, and orders across all the mobile and fixed product segments.
- An installation of a robust layer to align our client's CRM with telco-centric downstream mechanisms which incorporate billing, inventory as well as networking.

## Unique implementation approach

The implementation approach involved the deployment of a Business CRM for our client that will provide a 360-degree view to the sales agents to make robust decisions and respond to customer queries in a faster manner.

Techvista presented our client with BCRM which provided a holistic insight to the sales competency as well as the top management and undoubtedly, it rid our client of disappointing customer experiences resulting in a negative impact on business growth.



### Implemented elements

First off, a custom-made Unified Order Management Core was engineered to transform our client's legacy sales management system and enhance the overall business interactions of Etisalat with its stakeholders. The Order Management Core covered all the parameters of mobile and fixed products including the interface for the partners as well.

Initially in the implementation process, a complete automation of mobile product domain was covered which later went on to cover the fixed products too. Techvista's seamless order management system ensured every facet of customer's interaction, their request along with the order was automated, and that it captured all the mobile and fixed products across all the segments.

The Unified Order Management Core would render our client with a robust integrated CRM with a sole focus on telco-centric downstream systems, which incorporated functions such as; inventory, billing, networking, and the likes.






# Business outcomes

Techvista's coherent order management solution has resulted in fueling your client's resiliency towards order management processes with higher yield than before. The digital transformation initiative has produced quick and excellent results for our client as it benefits from:

- A seamless integration with all the core systems
- A 360-degree view of customer data and orders
- Omnichannel experiences catalyzing smooth order creation
- Automated order update and completion via integrated downstream systems
- A complete coverage of all fixed and mobile products including all the complex categories
- End-to-end dashboard to provide an overview to the customers to track their orders at multiple stages

The realized benefits have further helped our client

 100% mobile automation	 30% workforce reduction	 70% faster order completion
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Our client was able to achieve these results in a shorter time span upon the implementation of Techvista's Unified Order Management Core with the foundations of Microsoft Dynamics 365. The digital transformation step is not bound to deliver short-term results, instead it has secured future business growth for Etisalat by empowering it to consistently increase its market share.

## 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.