

CUSTOMER ASSET MANAGEMENT SOLUTION

Leading telecommunications provider deploys Ducen's Customer Asset Management solution that focuses on acquiring, retaining, and winning back customers by merely improving the customer experience at every stage of the customer journey.

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SUMMARY

CHALLENGE

The client was looking to implement a comprehensive management solution aimed at optimizing the use of their tangible and intangible resources in order to make current and future customer relationships as profitable as possible. Their objectives were to gain insights on allocated and non-allocated inventory and to track changes to customer assets and portfolios.

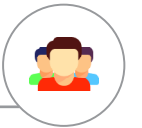
SOLUTION

The obvious solution for the client was to use the BI tool to consolidate data sources into unified data warehouse with data marts for customers, accounts, assets, and contracts. With real-time, self-serve, on-demand reporting – client had a holistic view of all its customer profile – giving the client better visibility and accurate data to understand customer needs and behavior to provide better customer experience.

BENEFITS

- Enabled automated, real-time visibility of customers' telecom landscape for post-sale account management
- Increased revenue – by enlarging the number of customers (with smarter strategies around customer retention, customer acquisition, customer referrals), augmented revenues from existing customers by ensuring future revenues through attractive renewal offers
- Decreased costs – reduced new customer acquisition costs by serving existing customers more efficiently that helped retain profitable relationships
- Optimized overall resource utilization

CLIENT PROFILE



The client is one of the top telecommunications provider in Canada providing solutions and services to various segments of customers. Their innovative and comprehensive solutions range from telephone services, wireless communications, high-speed internet, digital television and voice over IP for residential consumers and integrated information and communications technology (ICT) services to businesses and governments.

BUSINESS CHALLENGE



The client was looking to not only better serve their customers, but also mitigate risks associated with the lack of a “single source of data truth” enabling a unified view of their customers' telecom landscape.

The company uses different sources and also third party sources to collect information to provide the knowledge to analyze and assess each of their customer's unique telecommunication environment. They used five (5) different tools to assemble an inventory report. But retrieving information takes longer cycles and there is no simple way to capture consolidated view of the client's environment.

Currently the sales team of the company is manually extracting data from these disparate sources. With manual intervention, there was an increase in keying errors and inaccurate information. Due to the manual intensity of the process, it is painful for client's agents, sellers, and Presale Centre of Excellence team to provide accurate inventory reports within the required timeframes.

The client felt that the hours and days spent by the sales team in mining, formatting, and cleaning data for inventory reports could be used on more productive activities for their business.



SOLUTION

- ✓ Ducen's BI tool consolidates disparate data sources into unified data warehouse with data marts for customers, accounts, assets, contracts, etc.
- ✓ With this solution, client can create reports on inventories based on search criteria
- ✓ With real-time, self-serve, on-demand reporting along with rich visualizations and multi-lingual options, the solution provides:
 - Advanced search functionalities for active services across all market segments
 - Standardized Asset Inventory Reporting
 - Categorical reports aligned to customer's product-associated services mappings
 - Report generation, monitoring and trend analysis capabilities
 - Report download option, ACL for restricted data access, single sign-on based on company's LDAP
- ✓ This reporting system also enable sales team to accurately assess opportunities and effectively plan connectivity options, contract negotiation, and infrastructure capacity planning on the customer's schedule



RESULT

- ✓ Risk mitigation :
 - Reduced risks of relationship termination
 - Reduced risks of drop in value formation of the provider
- ✓ Enhanced customer experience leading to the evolution and delivery of their long-term telecom needs
- ✓ Transparent customer ROI modeling, delivering long-term mutually beneficial relationships
- ✓ Automated real-time and efficient inventory management of assets for new sales (Renewals, RFPs Bidding, and Negotiation)
- ✓ Significantly reduced telecom customer penalties by delivering intelligent, actionable real-time compliance reporting

THE CLIENT REQUIRED :

- A single inventory view and format
- A decrease in the time and cost to complete inventory report within a 2 days' cycle time
- Every sales person a direct access to corporate reports
- The sales team to be an effective agent in the attraction, retention, and development of new business to ensure new products are being promoted for investment and revenue development to their customers
- To give the company the ability to continuously assess their telecom structure for ongoing effectiveness

For more information
Visit www.ducenIT.com

WHY DUCEN?

- Thought leader in business process optimization
- Guiding principle of business: Continuous Improvement Model
- Single layer of accountability
- On-time and accurate delivery success
- Rapid development
- Young and dynamic team with proven record of accomplishments and work ethics