

Online Solution Store

www.ducenIT.com

Leading North American telecommunications provider automates and simplifies online solution store with seamless integration of online applications for their customers.



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 sells telecom products to enterprise customers through a legacy enterprise order management system that follows a traditional customer support platform which cannot connect various systems and channels needed to support a complex ordering process. For the client, the quoting process was long and tedious and lacked a sophisticated order management system. This resulted in frequent problems and inaccurate orders that required manual intervention, as well as customer fallout due to an inconsistent and impersonal ordering experience. The sales engineer had to list all necessary products manually and on completion of the list, a quote would be generated in the form of a spreadsheet to get customer confirmation.

The end-customers were unable to visualize the product, its features, and do a realtime comparison with the competitor's product features. Pricing was also rigid and tied to the specific units selected. Special pricing required an approval from the upper management, making the whole process cumbersome. Client would also be required to apply manual discounts to reflect the economies of scale associated with larger orders to remain competitive on price and could not automate the process.

The client demanded a solution to meet the ever increasing customer expectation for order delivery and pick-up flexibility, that effectively and profitably manages high volumes of orders across multiple channels and locations that taps into the power of single view of the customer, inventory, and the order to profitably manage all orders throughout their lifecycle.



SUMMARY

CHALLENGE

With a legacy quote management solution, the quoting process has always been a long and tedious process for the client's sales engineers. Client's sales engineers also faced difficulty in giving away the right products with right pricing that matches customers' requirements. This pushed the client to demand a system to view products, pricing information and options on their own.

SOLUTION

Ducen delivered an online solution store, self-serve portal to simplify the entire customer quoting process. Customers can log-in, pick, compare, and choose the products they want. It also makes it easier to get the personalized discount based on the customer purchase history. With Ducen's solution in place, client was able to shorten the sales cycle with improved customer satisfaction.

TOP BENEFITS ACHIEVED

- ✓ Quotes can now be produced in less than two minutes
- ✓ Shortened sales cycle
- ✓ Cross-sell and up-sell has increased
- ✓ Improved the efficiency and accuracy of order fulfillment with flexible, rules-driven processes that automatically validate product roles to ensure accuracy and dynamically tailor processes to customer service requests



SOLUTION

- ✓ Ducen delivered an online solution store, a self-serve portal to simplify the entire customer quoting process
- ✓ Customers are able to register and log in to the online solution store application using a secured cloud environment
- ✓ With the intuitive interface, user can browse product catalogue and place the order online
- ✓ Customers are able to compare the products, based on features and pricing
- ✓ Inside the self-serve application, customer is now able to create a quote, build a shopping cart, review and place order
- ✓ The order confirmation is automated and follows the pipeline which, once confirmed, gets released to the downstream system for order execution and delivery
- ✓ Email notification updates are sent to the sales engineer with the order confirmation (Bill of Material) and final processing for execution

With Ducen's Online Solution Store, client was able to:

- Take control of their sales with improved brand awareness
- Provide customer-centric experiences with exceptional customer service



RESULT

- ✓ Quotes are produced in less than two minutes
- ✓ Cross-sell and up-sell has increased
- ✓ Shortened sales cycle
- ✓ Easy to manage application with efficient processing of orders and managing product and inventory easily
- ✓ Enhanced store functionality
- ✓ Reduced back-orders and met customers' demands by automating substitutions for similar products based on business rules

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

For more information

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