

Reduction in Quote-to-Order Cycle for BT Sales Users Using Siebel eCommunications 7.8

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Overview

- Wizard – the Siebel eCommunication application is an Order Management system for legacy products, designed to
 - ◆ Streamline the Order Management process
 - ◆ Improve billing administration
 - ◆ Provide a single and comprehensive repository of customer asset data
- Wizard is the system chosen for quoting and order capture for BT's strategic plans to launch harmonized products to service global, multi-site organizations
- BT used the existing Siebel application instance in the US, for the new Global Services harmonized product roll-out, with a targeted new user base population of 5000
- The idea was to leverage existing systems and common processes to accelerate the implementation process

Challenges faced by client

- Legacy business processes and systems failed to provide the required scalability and an optimal performance
- Excessive manual data entry and limited process automation led to manual intervention being required for the application
- Unusual business requirements, for example, handling large volume of Sites for an Order (1000 to 2000 sites network orders)
- Performance & Scalability impacts due to phenomenal size of Orders
- Complex usability factors leading to deteriorating customer (user) experience
- Limitations on Siebel application and other custom/ third party applications in an end-to-end Order processing stack
- The mismatch between the existing capabilities and the differential process requirements for the new product led to:
 - ◆ Increase in cycle time of quoting process
 - ◆ Deteriorating customer (user) experience

How Infosys' solution/ experts resolved the issues

- Infosys Solution architects did a detailed analysis and found the various root causes for the system to fail on Scalability, Usability, Response time etc. The Infosys team defined various solutions to address the different type of issues that were found in the analysis. The following are some of the solutions that were employed to address the issues:
 - ◆ Alternative to Siebel Product Configurator for bulk customization of products
 - ◆ Pricing interfaces were redefined and developed to allow multi-tasking and batch background processing
 - ◆ Enabled scenario modeling for sales users with versioning capabilities
 - ◆ Quick Quoting solution enabled users to enter less data and made more data driven
 - ◆ Bulk Import and Export for various entities was enabled

Benefits derived: All the above implemented solutions provided the following benefits

- The Wizard system was scalable and responded within the defined response time for various transactions
- Improved Customer Experience with high usability of the application
- Reduced Cycle time for Quote to Order submission process from 110-118 mins to 32-36 mins
 - ◆ Legacy Solutions : 110 – 118 minutes
 - ◆ New Improved Solutions : 32 – 36 minutes