

# INFOSYS DIGI-TEL CRM SOLUTION

## Connecting telecoms with customers via digital CRM

The telecommunications industry has undergone many changes. In the age of digitization when almost all sectors are rapidly embracing digital, the telecommunications industry, which was one of the earliest adopters of information technology, has taken a step forward to

plunge into the digital landscape and challenge the traditional way of providing services.

Increased technology adoption and the growing importance of customer service have increased the need for an effective

customer relationship management solution for telecom enterprises. Digital transformation has led to heightened customer expectations, making an integrated optichannel / omnichannel experience crucial for customer service.

## Infosys Digi-Tel CRM solution powered by Microsoft Dynamics 365

The Infosys Digi-Tel CRM solution is a next-gen platform built on Microsoft Dynamics 365. It offers telecom service providers a holistic solution for customer management, focusing on business productivity, customer experience, and actionable insights.

Our solution offers niche, intelligent features spanning sales and marketing, order management, customer service, and customer experience. What's more, it is easily

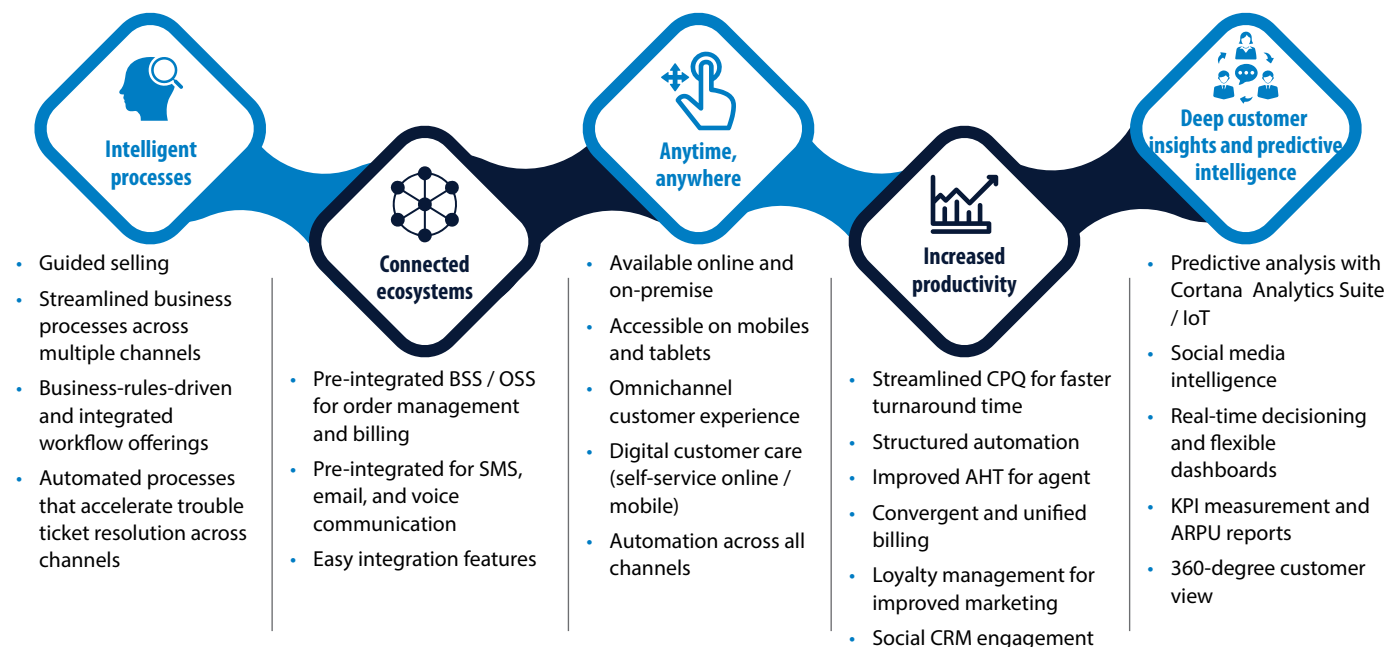
integrated with preconfigured solutions for billing management, product catalog, and configure, price, and quote (CPQ) processes.

The following lists primary requirements that our solution addresses:

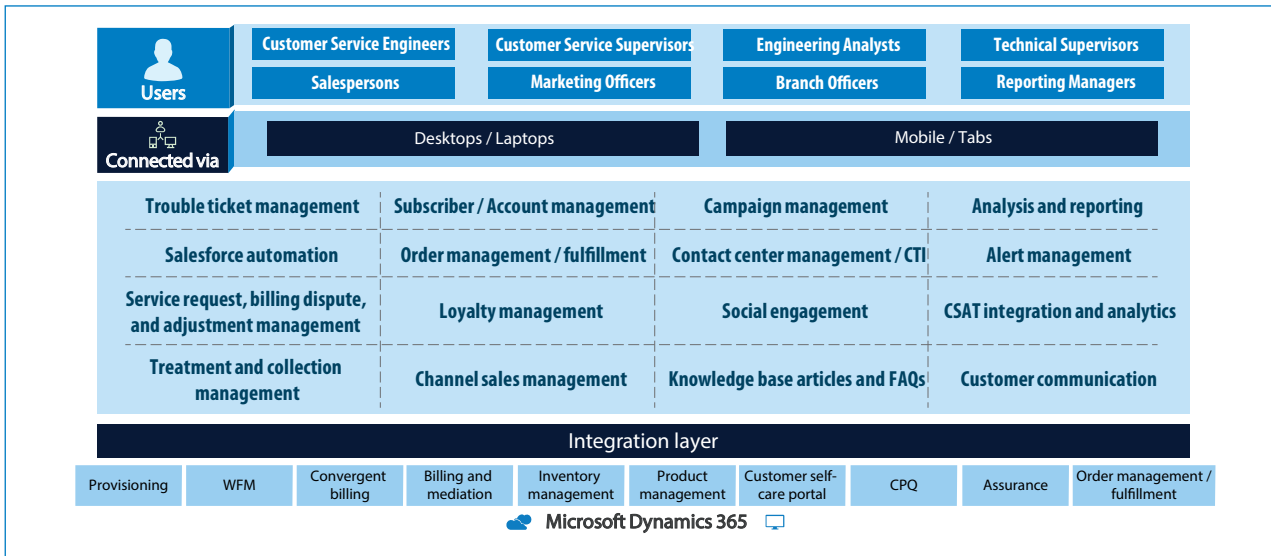
- Meeting heightened customer expectations driven by digitalization
- Deploying pre-integrated operations support systems (OSS) / business support systems (BSS) / enterprise applications

- Streamlining business processes across products and businesses enabling improved customer experience
- Nurturing future-ready systems using predictive analytics
- Improving customer service management
- Enhancing user experience
- Supporting multichannel relationship management
- Increasing adoption of cloud and mobility

## Next-gen features structured around five pillars



## Solution snapshot



## Comprehensive functionality

### Sales Force Automation

#### Lead and Opportunity Management

End-to-end management of sales cycle  
Lead generation to provisioning services

#### Order Management

Quote to order conversion  
Integration with external systems to manage orders

#### Channel Sales Management

Manage channels and partner setup  
Partner hierarchy / life cycle

### Service Request Management

#### Trouble-ticket Management

Capture, diagnosis, and closure  
Manage escalation, assignment, and notification

#### Service Request, Billing Dispute, and Adjustment Management

Capture to closure  
Auto assignment based on preconfigured parameters

#### Treatment and Collection Management

Processes and workflows for effective treatment and collection management

#### Knowledge-base Articles and FAQs

Easy to use knowledge-base articles, FAQs set up, extensions as needed

#### Contact Center Management

Integration with CTI and contact center components. Seamless and unified service desk setup

### Customer and Marketing Management

#### Loyalty Management

Manage, calculate, and redeem loyalty points. Retain customer

#### Campaign Management

Multi-tiered marketing campaign management  
Plan, design, launch and analyze campaigns

#### Customer Communication

Enable communication using multichannels. Preference-based notifications and updates

#### Alert Management

Reusable and easily configurable framework to send alerts and notifications

#### Subscriber / Account Management

Customer life cycle management and segmentation. 360 degree view and hierarchy management

### Social CRM, Reporting and Analytics

#### Analytics

Customized, preconfigured reports and dashboards pertaining to customer churn, ARPU, etc.

#### CSAT Integration and Analytics

Customer satisfaction surveys, analysis to understand customer sentiments

#### Social Engagement

Manage social media responses. Maintain sentiment analysis  
Track leads / tickets coming in from social media

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

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