

Infosys Digital Telecom 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 Digital Telecom CRM solution powered by Microsoft Dynamics 365

The Infosys Digital Telecom 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.

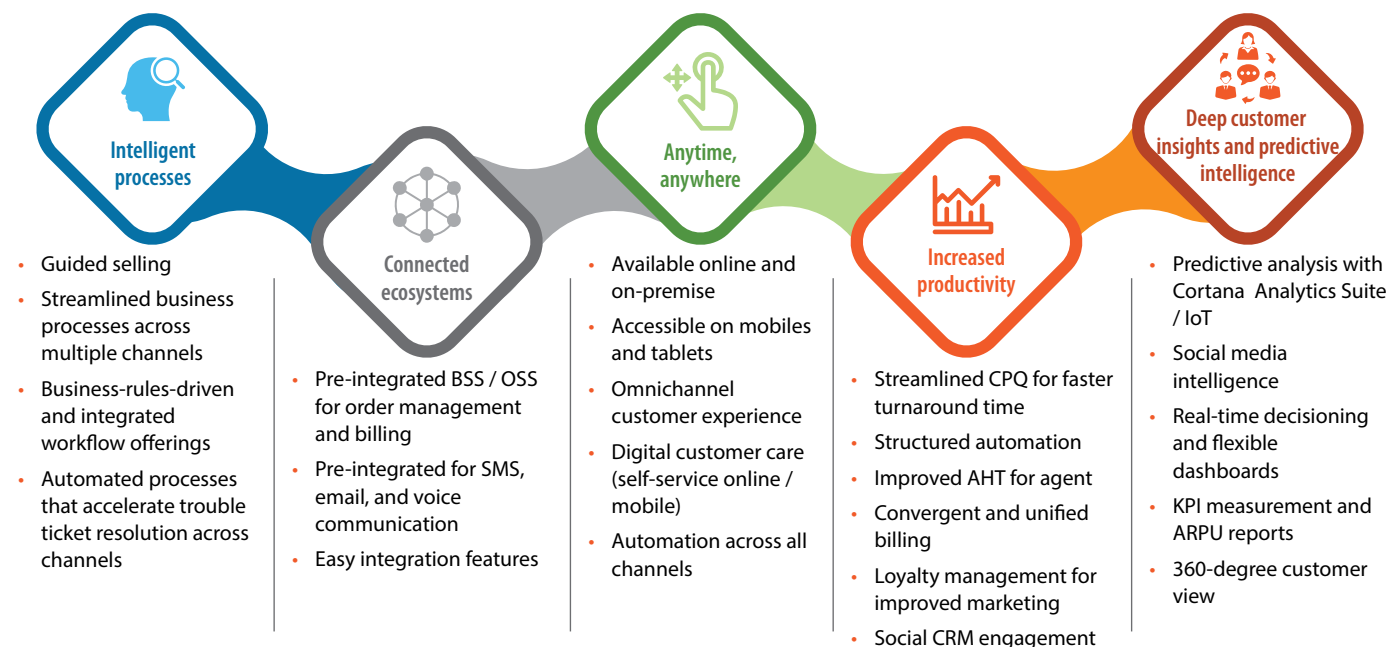
The following lists primary requirements that our solution addresses:

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

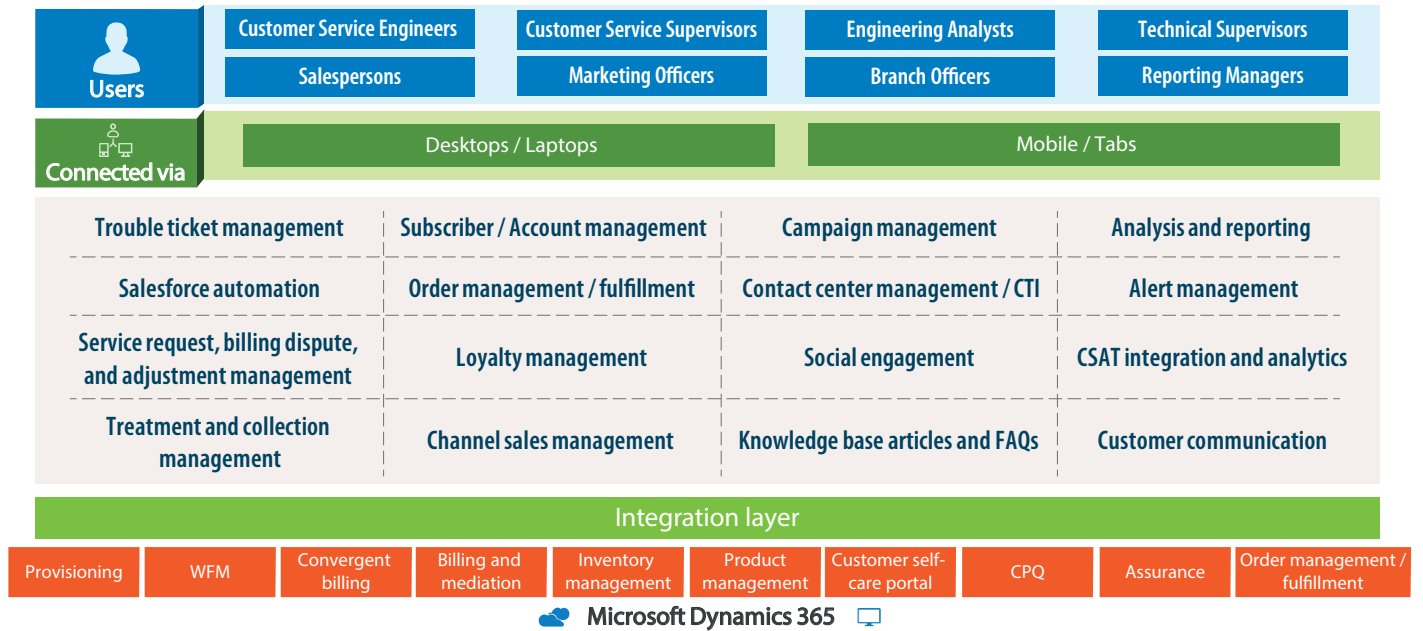
systems (BSS) / enterprise applications

- 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



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