Leading Telecom Automates Opportunity & Pipeline Management With Salesforce

Industry
Telecommunications

Products & Services
Salesforce CRM

Implementation Partner

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The customer is one of the largest and fastest mobile network provider which believes that the more connected people are, the more opportunities they will have. They have built technology and content solutions that are simple and easy to use and are constantly striving to serve and offering their customers a choice of not just digital connection, but digital content as well

Challenges

- Manual data, IP and NAS for opportunity management process

- Disparate local tools/spreadsheets for managing customized manual quotes

- Manual and disjoint process from customer lodgment, service classification, financial analysis, quote generation, and hand-off back to the customer

Solution

It was clear that extending Salesforce CRM would be crucial for the success of the CRM implementation of the customer. CRMIT Solutions marshaled this project to seamlessly integrate and deploy Salesforce.

The Salesforce platform is used for performing address validation of customer sites. It also helped in providing route type and product selection as well as its availability. It was important to automate and streamline the already complex quote and order management workflow. For that purpose, Price Quote management was also deployed to generate and submit pricing and commercial summary to streamline price quote approval processes. The implementation also helped in reducing the Data, IP and NAS Customized Quoting Cycle time to 1 day.

The sales teams can now better collaborate with customers and team members with improved time to respond and timely decision making data and reports, thus stepping up the sales revenue and customer satisfaction.

Benefits

- Efficient opportunity management process.

- Quote management process is automated and simplified

- Service Requests are now easily lodged and integrated into the system.

- Improved NPS significantly

- Improved win/loss rate, opportunity and pipeline productivity with focus on proactive sales opportunities.

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