



Customized CRM solution helps Telenor deliver a consistent customer experience

Scattered and incomplete customer data. Multiple applications at the point of sale. Decentralized product catalogue. These are just a few obstacles that were preventing Telenor from providing its customers with the best and fastest service possible. With the help of Comtrade System Integration the client implemented ORACLE'S Siebel, which greatly improved customer experience.

CHALLENGES >



As a leading telecommunications provider in the region, Telenor has a large and growing customer base. However, management of customer profiles and sharing of customer information between different departments was lacking efficiency.

Instead of one central system, the company used multiple applications at the point of sale. To provide service to customers, sales agents had to access different applications and pull data from various locations. This significantly decreased efficiency. Furthermore, customer data was not synchronized across multiple databases resulting in an incomplete view of customer profiles. Telenor also lacked a consolidated product catalogue across different applications and a system that could integrate data into a single, unified customer view. Because the existing systems didn't connect with one another, employees couldn't share data quickly or access complete customer profiles from one location. Finally, the company lacked automation at the point of sale, which further added to inefficiency.

Telenor understood they had an urgent need for a Customer Relationship Management (CRM) system that would connect the organization and provide employees with a complete profile of their customers.

AT A GLANCE

> Client

Telenor

> Industry

Telecommunications

> Challenges

- Incomplete and decentralized customer data
- Multiple applications at the point of sale
- Decentralized product catalogue
- Incomplete view of customer profiles

> Business benefits

- Increased customer satisfaction due to quicker service times
- Faster provisioning of services
- A 360-degree view of the customer via a single application
- Consistent customer experience across all channels
- Improved business efficiency and performance

> IT improvements

- Increased system performance and utilization
- More efficient allocation and management of storage resources
- Continuous availability of data
- Improved reliability of software systems

> Technology

- Oracle Siebel CRM
- Oracle database
- IBM WebSphere Process Server
- IBM WebSphere Enterprise Service Bus

The client asked Comtrade SI to deliver a CRM solution that would provide them with the following:

- > A consistent, accurate and complete customer view across the organization
- > A single repository for a consolidated product catalog
- > Order management processes based on telco standards

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“Over the years working on the CRM project, through multiple phases, we faced numerous challenges, including delivering the project on time and on budget, as well as redefining organizational processes and procedures. Together, with the Comtrade SI team we were able to meet all business needs, reduce the number of applications at Telenor stores, create a 360-degree view of the customer and redefine processes and establish automated service provisioning at the point of sale.”

Dragana Grbovic Project Manager Telenor

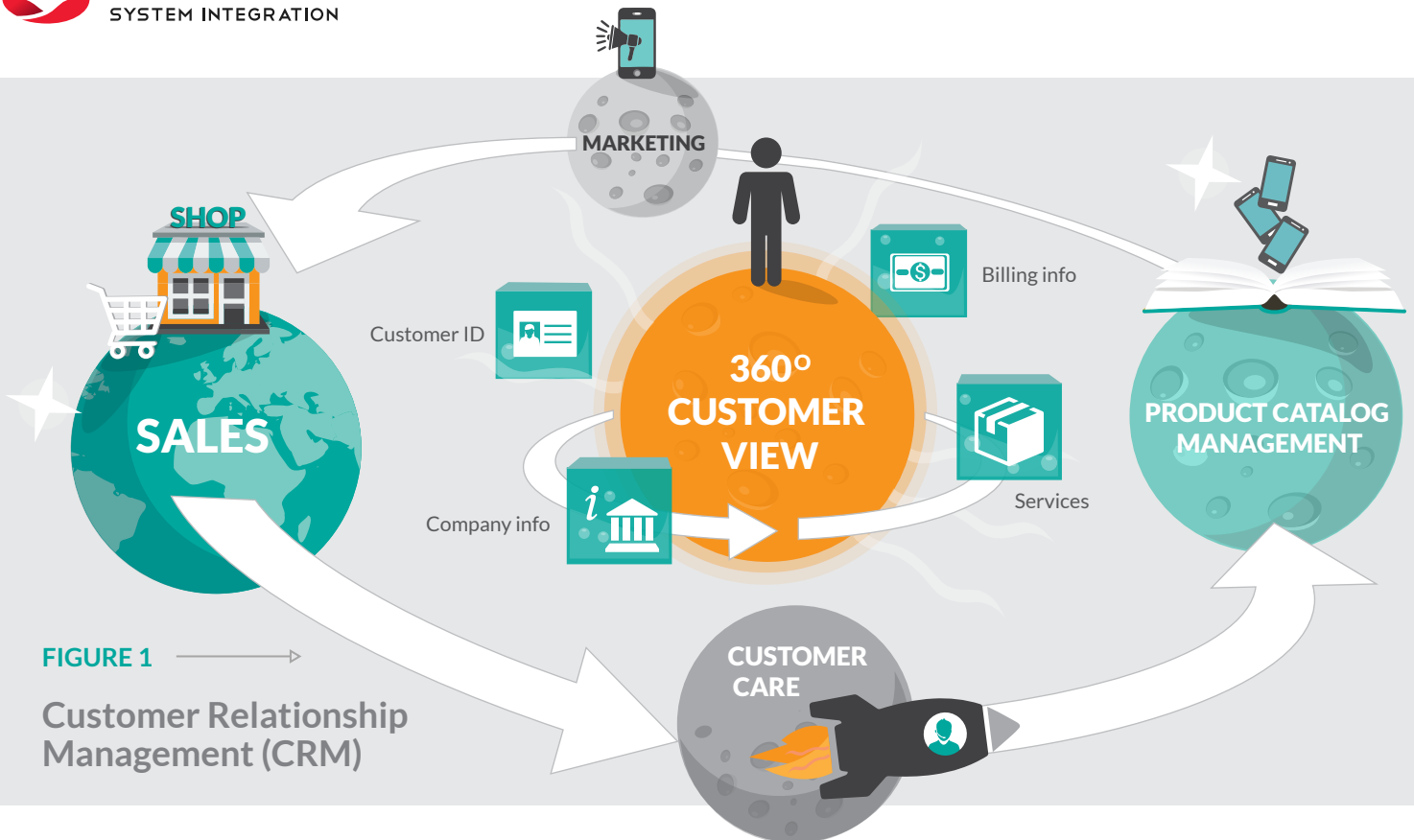


FIGURE 1 →
Customer Relationship Management (CRM)

OUR SOLUTION

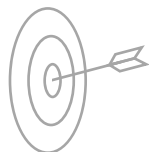


- In close cooperation with Telenor, Comtrade SI assessed the client's business needs and determined that commercial off-the-shelf software would be the best fit. Comtrade SI consultants selected ORACLE's Siebel CRM solution as it is known for delivering the best capabilities to clients in the telecommunications industry. With some customization and with IBM WebSphere software, Comtrade SI delivered a CRM solution based on telco standards.

The solution implementation was carried out in four phases.

- **Phase 1:** Implementation of Customer Information Management system. Using data from Siebel CRM and backend integrations through application integration bus, the solution delivered a 360-degree view of the customers via a single application.
- **Phase 2:** Implementation of Consolidated Product Catalogue. A flexible structure of the product catalogue together with complex pricing rules was a way to support multifaceted marketing and sales activities.
- **Phase 3:** Implementation of a process driven interaction with the customer and order capture processes.
- **Phase 4:** Implementation of order management functionalities. All order to cash processes were implemented with Siebel CRM and IBM WebSphere through integration of backend systems.

RESULTS DELIVERED



By implementing ORACLE's Siebel CRM solution, Telenor made a huge step towards becoming a customer-focused organization.

Now, the telecommunications provider can deliver more personalized services by having a 360-degree view of each customer.

The CRM solution helped the client realize the following benefits:

- Number of applications used at the point of sale decreased from 5 to 1
- The average time of interaction with a customer dropped from 15 to 5 minutes
- The time spent on service provisioning was reduced by 50%

Better and faster service translated into happier and even more satisfied customers, increased customer retention and strong, long-lasting customer relationships. Thanks to single, unified customer profiles, the telecommunications provider is able to better manage relationships with its customers and deliver a consistent and excellent customer experience across all channels and touch points.

In addition, the new system enabled Telenor to gain a deeper insight into customer behavior and trends and use this data to cater services and offers to different segments of the customer base. Consolidation of the product catalogue and customer data has led to increased operational efficiency, better organization of data and improved information sharing among staff. Employees are now empowered with the right information, at the right time so they can make fast decisions supported by data and ultimately better serve their customers and close more deals.

ABOUT TELENOR

Telenor Group is an international provider of tele, data and media communication services.

It is one of the world's major mobile operators with 189 million mobile subscriptions.

The company has mobile operations in 13 markets worldwide and additionally 14 markets through its ownership in VimpelCom Ltd.

ABOUT COMTRADE

Comtrade is a leading IT organization in South East Europe specializing in the fields of IT solutions, system integration and hardware distribution. With more than 900 satisfied customers and offices across Europe and the USA, Comtrade has become a recognized name on the global stage. Founded in 1990, Comtrade now employs over 1,500 business and IT experts, including 1,000+ software engineers. With a proven track record of delivering IT solutions and services that help reduce business complexities and costs, we are a trusted technology partner to medium and enterprise businesses.

ABOUT COMTRADE SYSTEM INTEGRATION

Comtrade System Integration is focused on helping businesses enhance performance and efficiency through our innovative system integration services. The company was founded in 2001 and employs more than 200 IT professionals with top industry certifications. Through our partnerships with global technology leaders, including Microsoft, Oracle, IBM and EMC we offer premium IT products, professional services and expertise in design, development and integration of systems and applications. Over the years, our portfolio has grown to include networking, virtualization, data migration, infrastructure software solutions and other services.