Sterlite Tech

Crestel Digital CRM 7.0

Improve customer lifetime value and digitize customer relationships through data-driven Crestel Digital CRM (DCRM) 7.0

Key Highlights

› Full stack DCRM solution tailored for CSPs with next-gen features spanning sales and marketing, campaign management, customer service and actionable insights

› Dockerized and pre-configured solution for easy Integration with for billing and revenue management, customer engagement, product management, order management, customer care and partner management.

› Broad set of applications and channels that helps CSP to stay connected with customers, streamline business processes, automate sales and improve profitability.

› Future-ready system with data-driven relationship management to enhance customer service, improve customer satisfaction, reduce the cost to serve and time to market

› Advance analytics to gain 360-degree customer view to offer an end-to-end and contextual view of data and interactions across multiple channels.

Introduction

Staring in the eyes of Digital Transformation (DX), the way we do business is changing. DX has the potential to improve customer engagement for broader societal good while providing businesses with novel opportunities for value creation. This will entail that the way we interact with the customer and do business is changing as you read this.

At the forefront of this transformation are the Telecommunication (Telecom) and Communication Service Provider (CSP). It is a sector witnessing large-scale changes and playing a key driver of worldwide DX. The shift has also provided building blocks for the emergence of entirely new business models across industries. Digitalization is the

technologically-induced process of change in industries, which has given rise to phenomena like the Internet of Things (IoT), Artificial Intelligence, Cloud, Big Data, Block-chain, Analytics and Platforms.

Globally connected networks have placed real-time information, markets and new social paradigms within the easy grasp of millions around the globe. The brave new digital world poses very different challenges like high customer drop-offs during the on-boarding process, stiff competition from the OTT vendors and decreasing average revenue per customer.

Sterlite Tech Crestel DCRM

Customer retention and increasing the customer lifetime value is the most important marketing instruments for a CSP because the competition is only a few clicks away. Frustratingly for the CSP, the digital transformation has fast-tracked the customer's lifecycle. In the given market situation, relationship management is perceived as an important organisational strategy for CSP to manage their relationships and interactions with customers and potential customers.

A full-stack Sterlite Tech's Crestel DCRM system covers various customer touch-points and provides rich features and functionalities to support the customer engagement at right time, right place and right context.

Crestel DCRM allows CSPs to obtain a single view of the customer and provide proactive care by:

› Gaining insight into the engagement and performance
› Manage customer touchpoints to stay connected to customers across the customer lifecycle
› Analyse customer preferences, automate marketing and sales campaigns specific to customer needs

› Streamline business process and operations to meet the demands of customers and the marketplace hence improve profitability and enhance customer loyalty
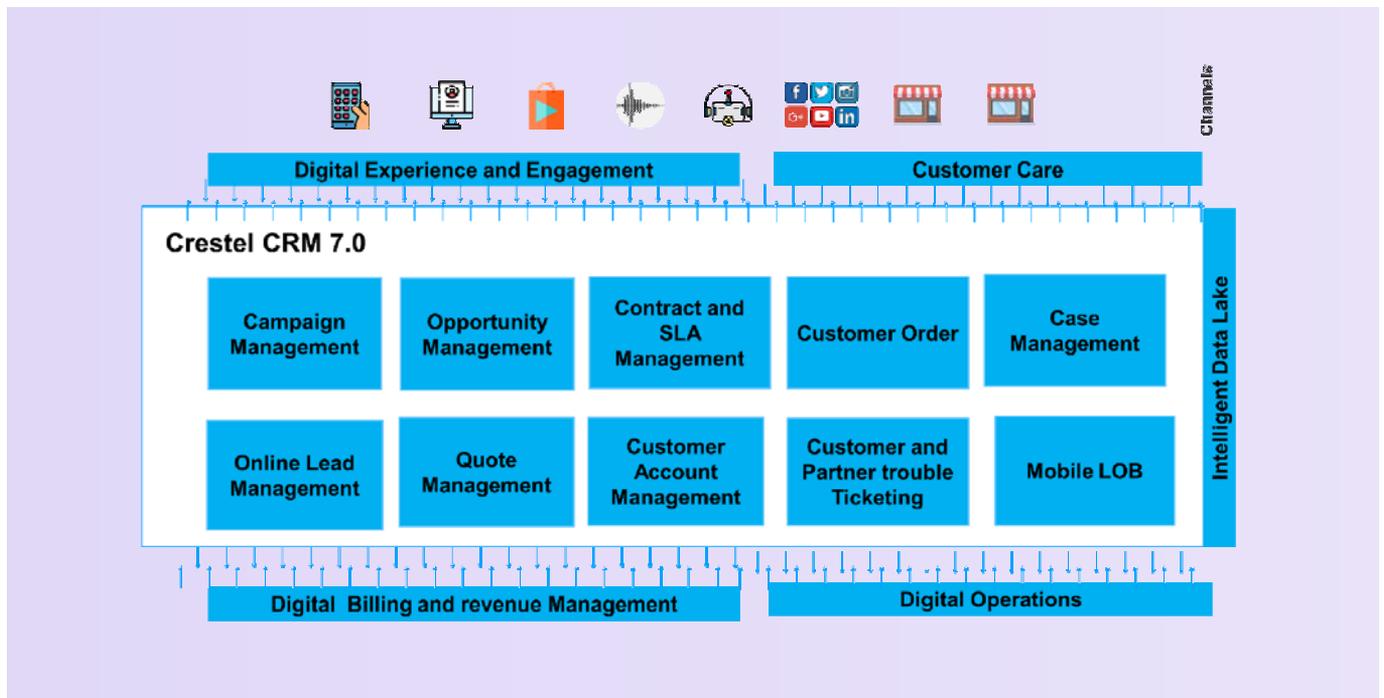
Next-gen features with comprehensive functionality

Campaign management

It helps to design, plan, launch, manage and analyse marketing campaigns. Crestel DCRM is equipped with features to cater to the individual stages of campaign management. CSPs can define the objectives of the campaign, target audience (existing customer and/or leads & prospects) with execution rules like customer category, segment, service, area, geography, profile and campaign priority and timeline (start date and end date). Campaign management supports campaign template, campaign code, description, message, content, link, images, Ad link, documents, forms etc. Once the campaign is planned, the system sends the notification to customer/prospect as per prepared definition and maintain the customer history. It provides insights into the campaign effectiveness and performance KPIs

The campaign management also supports the on-going management of an active campaign by providing CSPs with the campaign dashboard for the campaign.

Personalization & promotions drive higher conversion

Pitching the right product/service, at the right time and right place, helps in increasing the conversation rates and order sizes. Subtle pitch helps in shortening the sales cycle by desisting the customer from visiting competitors and getting into comparisons.

Personalization helps you calibrate your pitch and provide a contextual offering to your customer. Personalization helps to:
› Know your customer's behaviour and preferences
› Calibrate the sales pitch of product, services and content resulting in increased revenue
› Avoid customer drop-offs
› Track and service returning customers

Promotion Engine allows you to create and manage dynamic promotions. DCRM needs to be integrated with the analytical engine to fetch customer's data to apply for the promotions. You can offer promotions on the fly and control the results throughout the journey of the customers. The promotions can be sent over omni-channels and across all touch points. It is meant to improve customer engagement and retention through highly targeted promotions.

The promotions engine has:
› Promotion templates
› Intuitive user interface
› Promotion management
› Promotion priority
› Promotion messages

Online lead

It is an end-to-end management of sales cycle from lead generation to provisioning services. Online lead and opportunity management component captures the consumer's interest for a new connection, service/plan offering in the form of a lead and supports campaign mapping with lead. The system has the capability to capture the lead from various communication method like portal, web, email, IVR, self-care portal, offline i.e. bulk support (import) and stores the inbound contact details with details, date, and communication method. The system supports the lead segmentation based on different attributes like rating (hot, warm and cold), category, score, and budget.

Opportunity management

The system has the capability to auto create the opportunity when a lead is qualified or directly capture the opportunity for new or existing customers. The system has the capability to segregate the opportunity based on type and category. The system supports the duplication removal based on certain pre-defined parameters like name, mobile number, email Id, address, plan/offer.

The system supports the opportunity management with the customer, plan/offer, contact, address, credit details, and budget detail. Also quotation, contract managed with opportunity.

The system has the capability of opportunity assignment and escalation based on various business-driven parameters. The system supports different task/activity level management and tracking at an opportunity, which allows managing different type of opportunities. Using this, an operator can plan the opportunity's planning, strategy, follow up, execution and completion. Also, the system has provided flexibility to sales managers to validate/verify the opportunity or finance team for budget approval etc. The system supports the task/activity management to handle the required activities to complete the opportunity and tracking the task progress. Based on required approvals, budgeting and scoring, an opportunity can be converted into an Order (CAF).

Also, it gives support to capture the notes of interactions with the consumer. Lifecycle management supports smooth execution and follows up with the consumer for Order (CAF) generation.

The system records the opportunity history for the end-to-end visibility to sales/finance managers or authorized entity. The system supports opportunity information sharing across individual & teams. In addition, the system supports the flexibility to add operator specific parameters/fields like target closure date, other operator's offering etc. to capture the operator's business requirements.

• System supports the rejection reason for a rejected opportunity that can be analyzed later on for future sales references. The system enables the customization framework to fulfill the operator specific business requirement that is not supported in general opportunity management.

• System supports the audit trail for creating / update / modification and notify to the respective stakeholders. The system supports document management that helps the authorized person to keep track of all required documents. The system is integrated with the reporting tool to provide the details to generate the business reports. Also, the system has the flexibility to perform the frequently used operations in bulk.

Drop link management

DCRM provides two ways to retarget customer:
› Those who browse different products but drop without adding an item to cart.
› Those who add items to their cart but do not complete the transaction – abandoned cart.

Drop link management offers following features:

› Drop link generation
› Notification & reminder
› Assisted sales help to complete the journey
› Recovery link
› Last state of the customer

Storefront: B2C & b2b online portal

Crestel DCRM provides a swanky storefront – online portal. There are two facets to the storefront:

B2C Storefront: Like any digital e-commerce portal, this faces the customer. It is equipped to help the customer make a buying decision by presenting real-time offers, bestselling offers and products, digital wallets and inter-product comparisons. The B2C Storefront is designed to aid the customer's in-store digital journey augmented by superior customer experience. It helps the customers to locate a nearby store in case they would like to visit it.

B2B Storefront: Equipped with Assisted Service Module (ASM), this portal helps the CSP employees to provide real-time customer sales and service support, using the same storefront across the omni-channel framework – physically and online. The ASM allows a customer to finish the remainder of their user journey, by pairing them with customer sales and service support personnel in real-time.

The storefront can have additional business rules configured to grant the customer sales and service support personnel with special access rights to display special pricing, promotions, upgrades and entitlements.

B2B Storefront provides B2B organizations with a flexible multi-channel solution that can easily be customized to match the specific requirements of the B2B purchasing cycle. Multiple business models, channels, and markets can be managed on a single platform. A sophisticated retail-like shopping experience can be created in the service of business customers. The module offers additional administration tools, customer self-service tools, and functionality for the storefront and backend. All sales administration tasks can be automated, reducing operational costs and eliminating manual, low-value processes empowering the Salespeople to focus on value selling.

B2B Key Features:

› Back-office integration
› Self-service account management
› Online ordering
› Product Catalog
› Quote Management
› Spend control management
› Advanced product search

AI-driven chatbot

AI-equipped chatbot is a conversational platform meant to be a single window force multiplier for sales, marketing and support teams providing a consistent brand experience. It helps to automate 60% of business workflows and saves money by avoiding recurring workflows. The bot is available 24*7 with no wait time for the customer and providing instant replies.

Product and service white-labelling support

White-labelling allows the rebranding of a product or a service and help in bulk business. It helps to customize offering, allowing customers to pick and choose as per their inclinations. White-labelling multiplies the reach by increasing the number of leads and hence increasing the sales.

Omni-channel commerce capability

API-driven omni-channel commerce capability drives your business across your existing application landscape. It can help unify customer service, order management and tracking for customer account management, order/ticket management, and order/service history with a unified product view across channels.

Gauging customer satisfaction with NPS

The Net Promoter Score (NPS) is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. NPS helps you periodically gauge the customers' overall satisfaction with a company's product or service and the customer's loyalty to the brand. It can help measure the effectivity of the pre-sales and post-sales activities. Hence, it can help understand the shortcoming and provide data-points to improve the offerings and services.

NPS module is equipped with:

› Customer satisfaction module
› Dashboard
› Customer survey capability
› Integrations
› Feedback analysis
› Analytics

Customer 360 degree view

This feature provides a complete information about each customer. The dashboard displays key indicators like financial information, outstanding issues and service information in real-time and the information where they were initiated from (website, call centre or retails outlet).

Customer account management

Customer lifecycle management and segmentation allows 360-degree view of customer and hierarchy management. Crestel DCRM provides a single point of entry for all customer management activities. It makes customer personal, billing and service information easy to access and transform. Crestel DCRM allows the view of customer history; invoice, account balances, accepts payments, to provide credit advice, and reconnects/renew services. Apart from that, it instantly responds to requests for information.

CPSs can view and maintain complex account hierarchies with drill-down access to detailed items and carry out financial actions such as re-issuing bills, sending credit notes and suspending collection plans etc.

Customer and partner trouble ticketing

It allows complete management of escalation, assignment and notifications. Fully-integrated with the customer and partner support module, it is an intuitive tool for customer service agents, built on the back office framework. It is easy to configure and extend for the business' specific use cases. Easily integrated with other customer support related tools such as the customer ticketing system add-on, assisted service module, commerce accelerator storefronts and single sign-on functionality. Customer and partner trouble ticketing provides real-time guidance to the customer on their purchase journey or resolve issues.

Quote Management

This module enables design and manage quotes, improve efficiency and accuracy in managing quotes and automate triggers and route the approval process. The quote management system enables to design and execute business-specific quotes and approval rules. It has the capability to search plan and view details like benefits, price, discount, deposit, tax, service and prepare quotation as per the conversation with the consumer. The system supports multiple plans (plan and add-on(s)) offering in the quotation. It supports the audit trail for create/update/modification and notify to the respective stakeholders. It allows document management that helps the authorized person to keep track.

Contract and SLA Management

This module maximizes operational and financial performance. The contract management module enables CSPs to define Contract template, bind the contract with a customer with period-based contracts with the renewable feature. It provides the capability to plan charges, penalty associated with early termination or contract cancellation and quotation. It enables to assign the contract to approval authority as per required business workflow. The system also supports the audit trail for creating/updating/modifying and notifying the respective stakeholders along with document management that helps the authorized person to keep track of all required documents.

Staff and Access Group Management

This module helps to manage, configure and control access with organisation's roles and responsibilities. The staff management features to configure and control all users within an organization. CSPs can provide a definite set of access to specific roles to get access to customer accounts that are restricted according to market segments, as well as varying levels of user access on a screen/function basis.

Staff and access group management system supports the role association with staff to provide the specific module/function/feature access to staff as per organization responsibility. Also, the system has the flexibility to map staff with the manager in the form of business hierarchy. Encrypted passwords and configurable password expiry ensure the highest levels of security and prevent unauthorized access to customer information. In addition, the system has the capability to integrate with LDAP for central authentication.

Customer interaction and history

This module captures customer interactions across multiple channels for faster resolution and contextual engagement. Crestel DCRM provides the capability to record the customer interaction with the CPS. The system allows capturing the customer interaction details into the customer account and stores interaction details like communication channel (Email/SMS/Phone/IVR), date & time, notes, meeting points, communication type incoming/outgoing etc. Whenever customer interacts with service provider with registered identify like registered mobile number (RMN)/registered email address (RME), the system identifies the customer and manage the interaction details. This interaction history is useful to CPS while interacting with the customer. In addition, all notifications shared with the customers via Email/SMS method are available in customer account to get a complete view of the customer.

Common Business Utility

Crestel DCRM supports various business utility to cater the multiple business processes. These utilities function as a framework to support modules or functionality.

› **Audit management**
› **For increased security, risk management, compliance and detailed insight**

The system captures an audit trail (also called audit log). It is a time-stamped record of significant activities on the system. A set of records provides the documentary evidence of the sequence of activities that have affected at any time a specific operation, procedure, or event.

› **Notification management**
   It triggers and manages notifications to inform a certain set of users on particular activity occurrence and/or

change in behaviour in the system. The event notification informs a certain set of users who are concerned with that particular activity occurrence and/or change such occurring in the system. The system will automatically send an email notification to the concerned users (customer, staff, administrator) whenever that event occurs. The system supports notification template for module and all activities to share information across different communication channel like Email/SMS. The notification history is managed for sent notification only. An authorized user can see shared notification and message content and with the UI-driven capability, the notifications can be re-send to the user.

The framework has the following functionalities:
› Allows consumers to define their preference channels
› Implements the general workflow for sending notifications
› Provides interface for implementing the logic for specific notification type on a specific channel
› As a prerequisite to support the site messages function, the site message channel has been newly added to the notification framework with API support
› A set of REST APIs are introduced to allow customers to retrieve and/or update preferred notification channel(s), and receive system notifications such as coupon notifications, and back-in-stock notifications in the form of site messages

› **Bulk processing**
  The system supports certain pre-defined bulk actions for their related group actions. It shows the total, valid, invalid counts on file upload before processing to enable to user to get clear visibility. Also, the system supports the statistics of the processed file in terms of module, activity, date, batch details, total records, success records, and

failed records. Along with pre-defined bulk actions, the system allows customization capability to create custom bulk actions based on the different business requirements.

› **Key performance indication management**
  KPI framework is developed and integrated with reference implementation that enables monitoring the system and helps to find the causes of performance degradation. It should provide KPI for different modules for various business operations, which are business critical. KPIs are recorded for each event published as REST web service. KPIs are grouped and can select which group to be enabled currently for measuring. The KPIs reset after every fetch request from the monitoring system.

KPIs monitored
› Total request
› Total response
› Total success
› Total failure
› Average response time
› Max response time
› Current request TPS
› Current response TPS
› Rejected request

Business Benefits

Create positive customer experience: Crestel DCRM enables CSPs to easily manage day-to-day operations that are very essential to create a WOW factor to enhance customer experience. Crestel DCRM provides an end-to-end, result-oriented and hassle-free customer journeys that creates a positive customer experience and set the stone for a long-term relationship with the CSPs.

Personalized customer service: Personalizing customer service helps to improve customer understanding and gain knowledge of the customers. It also helps to have better knowledge about the customers' preferences, requirements and demands. Sterlite Tech DCRM enables the CSPs to run personalized campaigns specifically targeting customers based on certain attributes and segments. This enables CSPs to focus on each and every customer based on their requirements.

Multi-channel integration: Crestel DCRM enables CSPs to offer multiple interaction channels such as mobile self-care app, IVR, web self-care portal, call centre etc. With so many options, the customers can use any of the service based on their convenience.

Reduction in service requests: Crestel DCRM will let CSPs to interact with customers more frequently using personalized massaging and communication channels, which can be produced rapidly and matched on a timely basis, to better understand their customers and predict their needs. This reduces the number of service requests. With self-care options, the customers can easily manage their queries on their own.

Reduced service request cycle time: The total service request cycle time includes the total time starting from a service request initiation to the time that request is closed by the customer support staff. The customer support agents can access complete information about customer interactions and history and solve the case instantly. This helps them in saving research and troubleshoot time.