

Impacting the Bottom Line With Top-Performing Customer Support

The Starting Point:

The client, a large and highly visible IP-based communications company, faced a challenge not uncommon in the industry – clarifying and streamlining its customer support value chain. The success metrics outlined for the project included improving customer retention rates, reducing customer churn, reducing Total-Turnaround-Time on client support requests, and empowering the support team to more effectively cross-sell bundled integrated offerings like Internet, VOIP, cell phone service, etc. Also on the company's "important goals" list was the desire to activate more effective campaigns and trade promotions by pinpointing the right segment of customers and prospects and then reaching them in a timely manner.

The Finish Line:

By leveraging SAP CRM 5.1 and SAP BW, NIIT enabled the client to smoothly integrate Accounts and Contacts, Quotation and Order Management and Pricing data. This move gives telephone support representatives an immediate and complete big-picture view of the services a customer has already purchased. With that knowledge



readily at hand, they can then suggest additional, applicable data services the customer may like to add to his or her product portfolio. The end result is a tight, less intrusive, more customer-sensitive sales process.

The Nuts and Bolts:

NIIT simplified the development and delivery of a complex CRM solution using a two-prong approach. The first was partnering with SAP. The other was having the capability to deliver much of the program through its offshore solution center.

By leveraging SAP CRM 5.1 and SAP BW, NIIT enabled the client to smoothly integrate Accounts and Contacts, Quotation and Order Management, and Pricing data.

The Notable Benefits:

- 360-degree customer view
- Major reduction in accessing additional systems
- Easier, faster product bundling
- Significant improvement in Average Hold Time and First Call Resolution numbers is literally adding millions to the bottom line

888.967.7739

document.solutions@niit-tech.com