Ready2 Series

Telco
Rapid Cloud

Reducing time-to-market for innovative telco services through cloud-based Customer Relationship Management

The Problems

Telcos today face the dual challenge of cutting costs and driving new revenue streams in competitive markets populated by agile over-the-top (OTT) service providers. Increasingly, telcos need a 360-degree view of customers as well as the ability to bring customized products and services to market quickly and cost-effectively.

Managing the customer experience and ongoing relationship is now key to acquiring and retaining customers. Yet many existing Customer Relationship Management (CRM) solutions lack end-to-end visibility across functions and touch points, and are unable to deliver products and services flexibly and rapidly enough to provide competitive advantage.

The overriding problem for many telcos is that they have invested substantial amounts in legacy systems that, because of their complexity, make it costly and time consuming to make changes or add new features. In addition, many CRM systems are restricted when it comes to coherent information flow and reporting across processes such as sales, delivery and customer service. Legacy applications typically don't allow the reuse of components and bundling of services, and don't support efficient business processes.

People matter, results count.

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The Solution

Capgemini's Telco Rapid Cloud is a cloud-based, end-to-end CRM solution that promises to reduce the time it takes to bring telco services to market from months to days. Available on a pay-per-use basis, the solution is built on the market-leading software-as-a-service platform Salesforce, and can be customized and scaled to provide capacity as and when needed.

Telco Rapid Cloud supports Sales, Delivery and Service Assurance processes. Underpinning the solution are standard but enhanced Sales Cloud and Service Cloud components from Salesforce, with delivery platforms such as order and workforce management, and external partner processes, customized on Force.com. CallidusCloud CPQ (Configure, Price, Quote) is also fully integrated to make pricing, sales and product catalog management easy and cost-effective.

Key Benefits

- Reduces the time taken to bring products and services to market from months to days
- Flexible, pay-per-use model for cost-effectiveness
- 360-degree view of the customer, providing full, real-time visibility
- Scalable capacity to meet fluctuating requirements
- Built on market-leading Salesforce solutions; no complex coding required
- Modular and customizable to meet specific requirements
- Greater managerial oversight and control of staff and their performance
- Enables efficient planning of work and interaction with customers and partners
- Maximizes sales and order opportunities
- Free platform upgrades three times a year

Telco Rapid Cloud can reduce the number of people working in sales and product management, lowering costs and driving new revenue streams. Its modular configuration enables organizations to bundle and repackage offerings and launch new products and services in a matter of days.

Because all primary processes are built into the solution the need for customization is minimized, thereby reducing time to market. Minimal resources are needed to perform system changes, with configuration only required in the business process layer and the product catalog.

Telco Rapid Cloud enables telcos to view and analyze all contacts with customers, helping to formulate plans that maximize sales opportunities. Each customer case and incident is recorded and can be reviewed in real time through easy-to-use dashboards, while customer self-service portals that show the status of orders improve the customer experience and reduce costs for the telco.

The solution provides a 360-degree view of the customer, with full cross-function visibility. For example, all Opportunities, Sales Orders, Install Base and customer Cases are combined with external system data for Planned Works, Invoices and Payments Receivable. The information recorded provides full visibility of the status, requirements and interaction with each customer, as well as staff actions on accounts to provide greater managerial oversight and control.

Capgemini's global technology and business process experience enables us to align IT and organizational requirements, and provide expertise in areas including front- and back-end integration and applications maintenance and management.

"What Capgemini did in 15 months is something we would normally do in 5 years." — CEO of a major operator using Telco Rapid Cloud

About Capgemini

With more than 130,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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