

INDUSTRY

Telecommunication

Africa's largest mobile network operator, sharing the benefits of a modern connected life with 272m customers in 19 markets across Africa and Middle East

Value Creation Modules

Sales Cycle Management

Manage the complete Sales and Service lifecycle right from lead generation to Closure

Customer Service Management

Managing End Customer Complaints being captured via automations and Self Service Portal

Integrations

34 Different Third-Party Integrations Points using REST APIs

Field Service Management

Managing field service technicians for installation of fixed broadband lines

Performance Tracking

Metric-based tracking of Sales team Target versus Achievement.

Intelligent Reporting

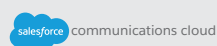
and MIS for all personas

Personas



- Sales Team
- Operations Team
- Service Team
- Marketing Team
- Management Team
- Users – More than 10,000

Products & Technologies Used



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CHALLENGES

- Data Accuracy and Quality Concerns
- Non-Optimized Reporting Structure
- Process Standardization Deficiencies
- User has to login from multiple portals to access the system
- Lack of Data Traceability from Third-Party Users
- Efficient Data Accessibility for Head Office
- Streamlined Lead Prioritization
- Unified Business Health Dashboard Across Regions

- Sanity of incoming data by Salesforce automation and manual fix of legacy data
- Redesign of reporting structure following DAR approach
- Business process and architecture redesigned with business workshop sessions
- Through SSO (Single sign on), users could login to multiple portals from one single point

- Designed the partner portal platform for the 3rd party users to streamline the process
- Centralized Visibility for Head Office Across Territories
- Implementation of Lead Scoring for Prioritization and Forecasting
- Seamless Organization Switch with One-Click Access



SOLUTION



BENEFITS

- Reduce timeline to gather the data from multiple org to the head office
- Better control over business by virtue of holistic real time reports and dashboards for business owners
- Ensure meticulous visibility of partner user data for management through the implementation of reporting mechanisms, including multiple reports and dashboards that provide accurate insights
- Facilitate access to a vast volume of data through a centralized point, streamlining the process of data retrieval and contributing to improved accessibility for decision-makers.
- Reduced manual effort and time to view and control multiple territories
- Reduced time on lead prioritization and provide the accuracy in lead forecasting