



## Telecom CRM Competency

Communication Service Providers (CSPs) are facing unprecedented business challenges as a result of industry consolidation and technology convergence. Increased competition has led to more choices available to the customers at lower prices prompting demand for enhanced customer experience. High rate of customer churn has forced CSPs to rethink their customer service strategy and align their resources with programs that will help them improve customer loyalty and acquire new customers. These business imperatives have triggered an increased demand for world-class CRM service providers having deep domain expertise and proven track record to ensure faster delivery.

Patni's Telecom Practice provides comprehensive CRM lifecycle services across marketing, loyalty and retention programs, sales, zero-touch order management, complex order configuration, flow-through provisioning, extensive customer care processes and call center automation capabilities.

### Domain Expertise

- Zero-touch order management
- Scalable hub-and-spoke real-time OSS/BSS integration
- Flow through provisioning
- Sales and Account management
- Complex workflow and automation in multi-channel contact center applications
- Customer self-service activation and account management
- Segmentation and business analytics including churn management
- Mobility and wireless applications
- Knowledge management and enterprise search

### Industry-leading CRM Capabilities

- Domain expertise in Wireless, Wireline, Cable, Mobile Virtual Network operators (MVNOs), convergent triple-play/quadruple-play companies
- Expertise spanning CRM Suites Sales, Service, Call Center, Marketing and Analytics from industry leading CRM vendors like Siebel, Oracle-PeopleSoft, Clarify, Remedy, Amdocs, Chordiant and E.Piphany
- End-to-End CRM capability including: Design, Development, Configuration, Integration, Upgrades/Migrations, QA, and Management

Channels	Phone	Web/Self Care	IVR	Partners	IM/Email
Customer Care	Unified Desktop	Trouble Ticketing & Workflow Management	Outsourcing	Contact Center Optimization	
Order Management	Zero-touch Order Management	Flow through Provisioning	Product Catalog, Bundling & Pricing	Wireless SFA	
Marketing & Analytics	Marketing Automation	Analytics - Real time and Offline	Business Intelligence & Data Warehousing	Churn & Offer Management	
Integration & Upgrades	Real Time Integration to OSS/BSS systems	Integration Hubs	Upgrades	Master Data Management	
	Wireless	MVNO	Cable	Media	Broadband
					Wireline

Contd. Overleaf

- Integration and designing of complex hub-and-spoke architectures on industry leading platforms like BEA, Vitria, TIBCO
- CRM best practices for integrated CRM/OM industry solution set
- Consistently delivered most sophisticated CRM / OM deployments into production
- Global expert in CRM migrations
- Recognized as world-class team by leading CRM ISVs

### Service Offerings

Patni offers end-to-end CRM services covering CRM strategy, programs and tactics from assessment of IT portfolios, business process optimization to implementation, integration to post-implementation support. Following are the CRM services offered by Patni for the CSPs:

- **Process, Strategy and Business Analysis:** Program and project management, business case determination, best practice guidance and implementation, technology needs assessment, requirements definition, gap analysis, use case modeling
- **Program Management:** Fast-track requirements, customization, installation, implementation, release management, quality assurance
- **Packaged application Implementation:** System requirements documentation, vendor statement of work management, architecture design and implementation, test planning and execution,

deployment and operations readiness for CRM vendors like Siebel, SAP and Oracle-PeopleSoft among several others

- **OSS/BSS Integration:** Efficient, streamlined adapter and API development for all leading billing and legacy systems via MQ Series, TIBCO, BEA, Vitria, webMethods and Web Services to numerous OSS/BSS applications
- **Outsourced Contact center solutions:** Support for multilingual, 24x7 tier-1,2 and tier-3 applications, with delivery across multiple geographies
- **New product launch:** Assessment of IT systems and portfolio to enable new product launches and ensure quick time-to-market
- **Mobile and Wireless Applications:** Development of mobile and wireless application platforms, custom applications, embedded applications and low-level hardware abstractions on mobile devices etc.

### Success Stories

How to ensure your project is always successful: In two words - right people. You benefit from our domain expertise which is derived from practical, several years of hands-on experience through multiple end-to-end project delivery engagements. Our CRM consultants are experts, having extensive experience with CRM packages. We also have deep integration expertise with EAI vendors like TIBCO, Vitria along with BEA Weblogic suite of products. Following are some of the key success stories and the benefits passed on to our customers.

<b>Leading MVNO in the US</b>	<ul style="list-style-type: none"> <li>• Speedy time-to-market</li> <li>• Increased revenue Enabled highest customer satisfaction ratings</li> <li>• Increased ARPU</li> </ul>
<b>Leading MVNE in the US</b>	<ul style="list-style-type: none"> <li>• Innovative multi-tenancy MVNO Model</li> <li>• New revenue generating opportunities for brand-oriented companies</li> <li>• Turnkey infrastructure solutions helps economies of scale and lowers startup</li> </ul>
<b>AT &amp; T</b>	<ul style="list-style-type: none"> <li>• Increased OM efficiency by 400% &amp; reduced Manual Processing by 30% - decreased costs due to self care &amp; zero touch OM</li> </ul>
<b>Sprint Canada</b>	<ul style="list-style-type: none"> <li>• Improved OM efficiency by 500% - Results delivered on schedule - 20% faster than alternatives with 35% smaller team.</li> </ul>

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