

## **Telecom based out of Kansas Implements Single view of customer and products.**

**The Client** is a telecom services provider mainly operating in Wireless division.  
The other segments of the company are Local and Long distance solutions.

### **The Challenge**

client changes its business direction from product-centric to customer-centric. Currently client's customer and product data are scattered in different technologies and applications. Sprint decided to present a single view of its customer and product data to its call center agent to augment the sales process.

- Presenting Single View of customer. This means, when a customer calls, the agent should be able to see the products and service the customer has, which were belong to different divisions of Sprint.
- Single view of products. This includes, presenting wireless, long distance and local products and services to the customer from a single application.
- Identify customer centric offers and present them when customer calls. Able to advise the customer to choose right product and service.

### **The Solution**

To resolve these challenges, the Tasma's CRM implementation team is providing Architectural and implementation solution to client. The solution would be achieved by phased implementation of CRM using Siebel. Single view of customer is achieved by bringing the customer data and their associated service accounts from various data stores to CRM. Siebel UPM – Universal Product Master, will be used to present single view of product. This includes bundling various products, configuring the product based on user requirement. Siebel Product Advisor is being designed to present customer focused offers and will act as an advisor to the customer to choose the right product.

### **The Technology**

- Siebel 7.7, AIX, HTTP server, WebSphere Application Server, DB2 database, MQ series