



amdocs **CLARIFY**



TASMEA's history of ClarifyCRM work started in the year 2001. When the CRM industry was redefining its space with vendors who solidified their positions behind strong product lines TASMEA was quick to adapt and has hence been associated with ClarifyCRM implementations.

Focus

Despite significant potential benefits derived from successful CRM initiatives ...industry research indicates that as many as 74% of CRM projects fail to meet their objectives.

CRM implementations have missed their mark due to four common mistakes, which we try and avoid:

- Implementing technology to solve a business issue.
- Implementing single solution when an integrated approach is required.
- Underestimating the scope of the implementation and its impact on the business. Under-emphasizing the need for momentum builders such as quick win and early return projects.

Approach

We've engineered our business to deliver better and faster by keeping the costs down.

Quality

Deliver all solutions using our Business Capability framework, which ensures that business best practices are embedded in all solutions.

Cost Effective

Achieve economies of scale without compromising on Quality

Delivery on Time

Be creative without compromising on the final deliverables.

Client Satisfaction

No matter what, the sponsor who pays for the project has to be satisfied for the time and money they have invested.

CRM Scorecard Example

Customer Segment		
CRM Scorecard Perspective	CRM Success Factors (What must be accomplished for each perspective)	Strategic CRM Measures (Indicators of performance for each success factor)
Financial	<ul style="list-style-type: none"> • Maximize Customer Lifetime Value (CLV) • Maximize Share-of-Wallet 	<ul style="list-style-type: none"> • Customer Lifetime Value (\$) • Share-of-Wallet (%)
Customer	<ul style="list-style-type: none"> • Maximize Retention • Maximize Penetration • Maximize Win Backs • Maximize New Business • Maximize Satisfaction 	<ul style="list-style-type: none"> • Retention Percent (%) • Penetration Ratio (#) • Win Back Percent (%) • Customer Acquisitions (#) • Customers Highly Satisfied (%)
Operations Marketing	<ul style="list-style-type: none"> • Maximize Marketing Effectiveness 	<ul style="list-style-type: none"> • Number of Leads per Marketing Channel (#) • Cost per Lead per Marketing Channel (\$)
Operations Sales	<ul style="list-style-type: none"> • Maximize Sales Productivity 	<ul style="list-style-type: none"> • Conversion Rate per Sales Channel (%) • Revenue per Conversion per Sales Channel (\$) • Cost of Sales per Sales Channel (\$)
Operations Service	<ul style="list-style-type: none"> • Maximize Service Quality 	<ul style="list-style-type: none"> • Service Level per Service Channel (%) • Cost per Service Encounter per Service Channel (\$)
People / IT	<ul style="list-style-type: none"> • Increase Satisfaction • Increase Strategic Competencies • Increase Strategic Knowledge 	<ul style="list-style-type: none"> • CRM Employees Highly Satisfied (%) • CRM Core Competency Coverage by CRM Function (%) • CRM Employees Trained in Strategic Six Sigma (%) • Strategic CRM Information Accessibility Ratio by CRM Function (%)

Technical Depth

Successful ClarifyCRM implementations require strong technical expertise ranging from high level architectural support to implementation back up strength. We have the ClarifyCRM technical experts to guide you through all phases of an implementation - pilot rollouts, production deployments, systems and data integration, systems administration and post-implementation support. Our ClarifyCRM consultants are continually trained and certified and have extensive experience in ClarifyCRM Installation, Application Customization, Application Upgrade and Application Integration. With prior Client-server development experience and exposure to the latest software technologies our consultants bring the necessary technical skills to implement technically challenging systems that require more than just customization of the ClarifyCRM Applications.

Using our proprietary Capability Models(TM), we assess your business operations against industry best practices, focusing on all customer facing business processes, organization responsibilities and related technology. Based on this assessment, we work with you to identify areas of potential improvement, and develop specific implementation strategies for achieving these improvements. We also use our proprietary Customer Lifetime Value(TM) tools to create a clear business case for the projects and a long-term roadmap, which provides a dashboard for management to make ongoing decisions about the projects during their lifecycle. We have performed assessments and created strategies in areas such as Marketing (e.g. Marketing Strategy and Customer Segmentation



/Valuation, Telemarketing for lead generation and qualification), Sales (Field Sales, Sales Operations, Telesales and Retail Sales) and Service (Inbound and Outbound Service Center Operations, Technology Architecture, Accounts Receivable, Help Desk, Field Service & Logistics, Parts Management), and across entire enterprises.



Amdocs CRM enables Integrated Customer Management in the following ways:

- **Customer Interaction** - customer interaction is designed to optimize interactions with customers to ensure that customers are satisfied and that opportunities to collect information, up-sell and cross-sell are maximized.
- **Sales** - The sales solution gives your sales force the repeatable and profitable sales strategies and business processes you need to efficiently manage sales from opportunity to closure.
- **Ordering** - ordering products fully automate ordering and fulfillment processes for all services and lines of business, enabling complete control over customer, product and order management.
- **Support** - The support products provide powerful multi-level integrated support regardless of the customer's preferred method of interaction. With this tightly integrated set of support products your customer receives superior customer service, and your company improves customer satisfaction and loyalty.
- **Marketing** - marketing products allow you to acquire, grow and retain profitable customers as part of an integrated customer management approach.

Expertise

- PERFORMANCE TUNING
- CLARIFYCRM 12.5
- CLARIFYCRM v7.0 to v12
- CLARIFYCRM CLEAR SUPPORT, CLEAR SALES, CALL CENTER
- THICK CLIENT TO THIN CLIENT CONVERSION
- CLARIFYCRM INTEGRATION

Implementation Services

Performance Tuning

One major challenge ClarifyCRM thin implementations are facing today is its scalability. Tasma has the expertise and workforce to help our customers in performance tuning ClarifyCRM thin application; design the right architecture to achieve the required scalability. We specialize in bean/JSP tuning, Application server tuning and tuning SQL queries.

Thick to thin conversion

At TASMEA we specialize in thick to thin conversions for ClarifyCRM10.1 and ClarifyCRM12.5 for Finance and Telecommunication Customers who are using ClarifyCRM ClearSupport, ClearSales and CallCenter.

ClarifyCRM integration

Today's software needs for customers require seamless integration of different applications. TASMEA has once again proved its worth by integrating ClarifyCRM with different applications like outlook, SOA applications, media servers for the first time using TIBCO JMS, Clarity's Integration gateway, ClarifyCRM Multimedia Integrator etc.,

Migration

At TASMEA we have mapped ClarifyCRM functionality to other CRM applications so that we can quickly define how the potential replacement packages will support your business requirements. We also have mapped objects from ClarifyCRM to most major products data structures so that the data migration process can be properly scoped and executed.

for further enquiries :
Mr. Wayne Ellington
sales@tasmea.com

404.327.5191 office
404.327.5190 fax
2600 Century Parkway
Suite 100
Atlanta,GA 30345

www.tasmea.com

