



CSG SINGLEVIEW CUSTOMER MANAGEMENT

AFFORDABLE CUSTOMER EXPERIENCE
MANAGEMENT AND CUSTOMER CENTRICITY



CUSTOMER EXPERIENCE IS KING

Everywhere you turn these days, customer experience is the goal to which all CSPs aspire. And little wonder: consumer offerings are becoming increasingly commoditized, and CSPs from North America to Asia are realizing that price wars achieve little but margin erosion. Maximize the customer experience, and you can differentiate yourself in a highly competitive market. But to make the most of the customer experience, valuable customer information must be distributed to the parts of the organization that need it, like marketing and customer service. And of course at the same time, you must cut costs.

So delivering excellent support to all your customers— both retail and enterprise, prepaid and postpaid—from a cost effective Business Support System that helps increase revenue and reduce margin erosion, is 'top of mind' for most CSPs.

SERVING THE KING: COMPLETE, ACCURATE, TIMELY INFORMATION

To deliver excellent support, you need to ensure that the customer experience is streamlined so that the same information is available to all channels. Critically, the information needs to be complete,

accurate and timely. This means that it can't get 'lost in translation' from other systems (principally billing), and has to be available in real time, as soon as the customer has engaged with you, whether by making a call, downloading an app, or contacting you directly.

With cost of ownership a major consideration when implementing CRM systems, customer experience must not come at a king's ransom. Singleview Customer Management is web-based and pre-integrated with the Singleview Convergent Rating and Billing module, so there is no costly and time-consuming integration effort with billing. By leveraging a common database for both modules, operational costs and data synchronization issues are minimized, eliminating risk and increasing accuracy.

VIRGIN MOBILE AUSTRALIA

"SINGLEVIEW CUSTOMER MANAGEMENT HELPS US DELIVER EXCELLENT CUSTOMER SERVICE IN A HIGHLY EFFICIENT ENVIRONMENT."



MANAGING THE CUSTOMER EXPERIENCE

Singleview Customer Management supports order-to-cash business processes in managing all customer activity, from prospect management and sales to post-billing support, issue resolution, and treatment and collections management.

Customer Management provides a real-time, 360-degree view of your customer and their history, profiling whatever their services are today, and is able to support what they will be in the future. Declining ARPU and increased market saturation make customer retention more important, so the campaigns and loyalty analytics, real-time customer-spend alerts, and offers available with Singleview become very useful tools to help keep your most valuable asset: the customer.

The same information available to your staff can be made available to other channels including Retail (for example via iPad) or Self Service. Singleview provides choices with a web services integration layer enabling integration with existing web, social media or handset self-care solutions, or CSG can provide solutions in these areas.

CUSTOMER MANAGEMENT BENEFITS

User Friendly and Efficient: Designed by usability experts and tested by real CSRs means reduced training time, lower call times, and happier users. The browser-based client provides a familiar working environment, and obeys the 'three-click' rule, so you have more efficient staff from Day One. CSRs can customize their home page and have their own dashboard of information, with their own customized searches, frequent searches, and other types of gadgets including graphs and trends. Everything the CSR needs is at their fingertips.

Lower Total Cost of Ownership: The web client simplifies software deployment and management. CSR desktops require zero software installation or upgrades, resulting in significantly reduced rollout, administration, and support costs. From a server perspective, Singleview runs on commodity hardware and operating software, representing considerable cost savings over standard UNIX servers.

Business Process Flexibility: Predefined business processes and cross channel contact center categorization are included as standard to help speed implementation and ensure a quick return on investment. Based on CSG best practice working with many customers globally, they have achieved TM Forum's Framework certification for the Business Process Framework (eTOM) and Information Framework (SID). However, recognizing that all organizations differ, you can also use your own business processes, business rules, workflows, menus and screen layouts. CSG's experienced professional services staff are always available for everything from implementation to advice and guidance. You have the best of both worlds: the flexibility to work to your business processes, as well as the ability to use standard processes where they apply. This means no limited business flows and layouts to which many applications constrain you.

Future Proof: Singleview is architected to protect your business configuration when upgrading. You can take advantage of an upgrade with no change to your day-to-day operations. Your business is dynamic and Singleview can adopt new configurations over time to meet changing needs and strategies.



CUSTOMER MANAGEMENT FEATURES

Customer Management includes the following features, grouped by TM Forum Applications Framework (TAM) Domain:

Market Sales

- Prospect management to capture information from multiple channels and automatically assign follow-up tasks. Prospects are easily converted to customers when a service is purchased
- Campaign management for the creation of sophisticated searches to identify target markets and conduct analysis of the campaign results
- Real-time up-sell, cross-sell and churn identification for proactive revenue maximization

Customer Management

- Contact and customer management, including customer hierarchy maintenance directly updating billing, across all inbound channels
- Sales order entry with a minimum number of keystrokes, for reduced order entry time, with the flexibility to sell any product
- Case management has an automated, configurable, workflow engine, triggering actions at any point in a process. This includes task prioritization and escalation policies as well as notifications
- In-depth post-billing business support with billing inquiries, adjustments, payments, disputes—all available as pre-configured business processes
- Trouble tickets and Customer Service issues record customer feedback and complaints,

while workflow steps ensure appropriate follow-up

- Treatment and collections processes with targeted follow-up by automated workflow for reduced Days Sales Outstanding and collections efficiency
- Multi-tenancy capabilities including client UI branded by tenant for customer and account management
- Email communications, send and receive, with automatic assignment to cases, including storing email attachments
- Business Intelligence and reporting via Singleview Business Explorer; standard and custom reports and searches can be created with security around who can run them. Results can be fed back into the system to run loyalty or any specific campaigns
- A standardized data model supports best practices business processes but can be extended and enhanced easily to meet the needs for your business in your country and your industry
- Support for multi-currency, multiple languages, calendars, time zones, and regulatory rules for a deployment supporting multiple countries

Integration Infrastructure

- Can be integrated with CTI and ACD systems making it easy for staff to make and receive calls as well as screen popping contact details to improve efficiency of call handling

Cross Domain

- Security and auditing