

# MS Dynamics CRM — Billing System Integration Solution

Enterprises in the telecom industry, today, are increasingly looking for ways to maximize the value of an existing customer relationship and increase customer retention. Towards this, telcos seek a comprehensive and cost-effective solution that enhances customer experience and delivers full visibility into customer-facing processes, thus encouraging loyalty.

We, at Tata Consultancy Services (TCS), have developed such a solution for telcos on Microsoft Dynamics CRM to address your needs. Microsoft CRM and Billing System Integration Solution for Telcos increases customer satisfaction, delivers value-added services to customers, and improves multi-channel capabilities and effectiveness of marketing solutions in less time. Together, these combine to give you a substantial competitive advantage over other players in the market.

## Overview

Working in a stringent economic environment, telcos face the need to address competition from the market, increasing demands, high customer expectations, and the need to lower prices. In response to this, emerging Customer Relationship Management (CRM) trends indicate that the need of the hour is to maximize the value of every existing customer relationship through better customer experience, enhanced customer retention, improved market share by reducing churn, and better visibility into complete customer-facing processes.

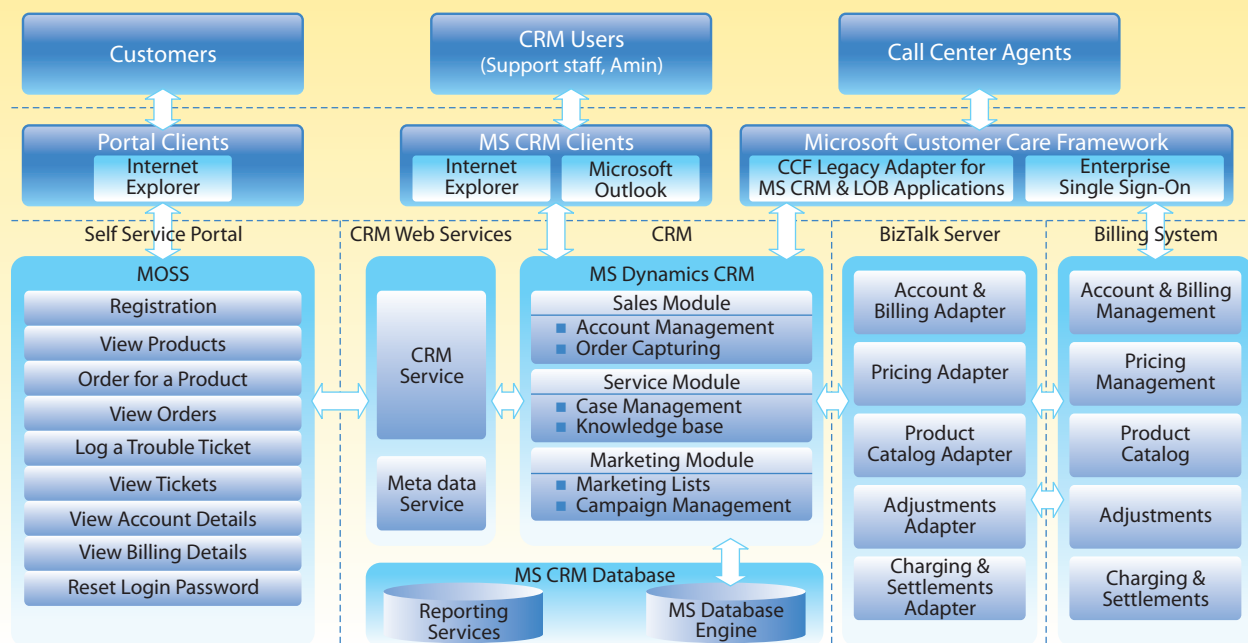
Understanding this need, our MS CRM and Billing System Integration Solution for Telcos helps you increase your business success rate, boost revenue, deliver value-added services to customers, and enable effective marketing solutions in less time, in order to strengthen your competitive edge by making the job of the Customer Service Representatives (CSRs)/ sales force easier by automating processes and customer information flow from the CRM to the billing system. Further, such a solution enhances customer experience by providing a self-service portal; and offers a unified desktop view of all applications for the CSRs in a cost-effective, time-efficient, and error-free manner. This brings in agility, extensibility, and scalability for continual growth, irrespective of market trends.

Our solution encapsulates the automation of customer profile management, order capture, trouble ticket management, and

campaign management with Microsoft CCF. We provide you a unified view of all customer interaction information and system applications across multiple systems, using a single login. This simplifies the effort put in by CSRs and saves a considerable amount of their time by minimizing the need to toggle between different screens to work on different applications.

Leveraging our solution, you also gain multi-channel capabilities, enabling your customers to communicate with you as per their convenience. We also improve customer experience by providing a self-service portal. Together, all these join forces to simplify the integration process of the Billing and other LOB applications with MS CRM. Our solution also offers features, which include:

- The integration of MS CRM with the Metranet/ Kenan billing system and Biztalk. We ensure a one-click sync between the product catalog from the billing system and MS CRM. This automates the process of sending new customer information to the billing system from MS CRM. BizTalk can be used as a middleware to make the application more scalable.
- The integration with Microsoft CCF. This provides a unified desktop view of all the applications such as the MS CRM, billing system, and self-service portal. The integration also enables automatic loading of customer details using Computer Telephony Integration (CTI) Simulation of CCF.



*An overview of the solution architecture*

As a result, all businesses processes are executed with the click of a button.

- A self-service portal. The web-based portal, which is built on Microsoft SharePoint Server 2007, empowers end-users to perform various activities such as registering a new-user, viewing product catalog, raising trouble tickets, and ordering a product. This also sends automatic mails to end-users, notifying them of the portal login credentials in the event of a new account creation.

## Benefits

Through the engagement, we bring you benefits such as:

- A 360-degree customer view through comprehensive customer profile management;
- Increased efficiency through automated tasks and processes;
- A unified view of all applications wherein MS CRM, Billing System, and Self-Service Portal applications are viewed from one place;
- Improvement in multi-channel capabilities through a self-service portal;
- A highly extensible and scalable architecture by using MS BizTalk as middleware.

## Why TCS

We bring value to the engagement with our:

- Rich domain experience and knowledge, proven experience in Microsoft Dynamics CRM Technology, and our Microsoft

Dynamics CRM Technology Excellence Group that pioneers innovation;

- Ready-to-deploy, browser based solution, which ensures solution deployment with minimal or no changes, customizations, and additional installations on end-user machines;
- Rich user interface built on MS Dynamics CRM 4.0, which is user friendly and operable with minimal training.

## About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, business solutions and outsourcing organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development.

A part of the Tata Group, India's largest industrial conglomerate, TCS has over 160,000 of the world's best trained IT consultants in 42 countries. The Company generated consolidated revenues of over US \$6.3 billion for fiscal year ended 31 March 2010 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at [www.tcs.com](http://www.tcs.com)

## Contact

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