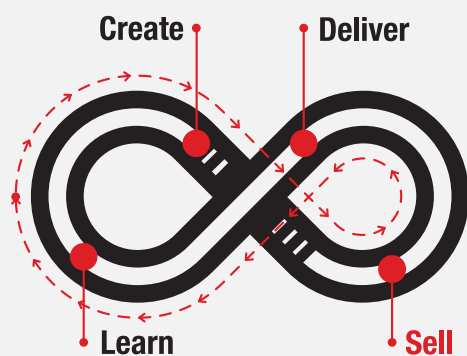


PRODUCT BRIEF

HansenCPQ™

Cloud-Native

Part of the HansenSuite for Communications, Technology, & Media



Create the sales experience that you always intended to deliver.

WHAT IF YOU COULD...

- Dramatically reduce reliance on contact centres for selling, unlocking new efficiencies.
- Provide a consistent customer experience regardless of sales channels.
- Eliminate the frustration of quoting ineligible products, enhancing customer satisfaction.
- Seamlessly allow customers to start quotes on one channel and finish on another.
- Fully leverage the power of your digital sales channels to maximise business potential.
- Directly integrate with market leading AI recommendation engines to maximise basket value.

To succeed with 5G and transition into digital service providers, Communication Service Providers (CSPs) must achieve commercial agility. Embracing new business models based on partnerships is key to creating dynamic market propositions. However, challenges arise when presenting and selling these advanced propositions in market, ensuring they are sold in a manner which modern consumers have become accustomed to.

Today's consumers are profoundly influenced by the personalised and intuitive experiences offered by OTT service providers. This shift has established a new benchmark in customer engagement, especially in sales interactions. Customers now expect not only relevance but a high degree of personalisation in their purchasing journey. This trend presents a significant challenge for CSPs and will only worsen as more next-generation, often 5G enabled, products and services come to market.

Legacy sales approaches, lacking in personalisation and technological flair, are no longer sufficient. The selling experience must be elevated to match the innovative nature of modern offerings, ensuring that it reflects the value and advancement these products bring. In this new landscape, the ability to deliver sales interactions that resonate with the expectations set by modern, tech-savvy consumers is essential for CSPs aiming to thrive in a highly competitive market.

INTRODUCING HANSEN CPQ

Revolutionise your sales operations with Hansen CPQ and deliver the customer experience you always intended. Infuse your CRM with advanced telco-grade capabilities and pave the way for a streamlined, efficient sales journey. Confidently handle orders of any complexity across all sales channels with a consistent and precise customer experience. Harness the power of a native catalog-driven architecture to ensure only compatible products are surfaced to customers, maximising cross-sell and upsell opportunities. Pre-integrations with familiar interfaces like Microsoft Dynamics and Salesforce simplify the user experience, reducing the learning curve for Customer Service Representatives. With OTTB hooks for AI recommendation engines means you can maximise basket value during each interaction.

PROBLEMS HANSEN CPQ SOLVES

- Complex Sales Simplified:** Hansen CPQ directly tackles the complexities typical of telecom sales. Where standard CRM systems fall short in handling the specific configurations and pricing strategies of telecom offerings, Hansen CPQ simplifies and streamlines these challenges. Sales teams can thus manage complex orders with greater ease and efficiency for consumer and enterprise clients alike.
- Unified Sales Channel Experience:** A consistent experience across sales channels is vital. Hansen CPQ ensures this consistency, whether it's through direct sales, partner channels, or digital platforms. This uniformity is crucial for upholding brand integrity and customer satisfaction.
- Data-Driven Product Recommendations:** Seamlessly integrated with Hansen Catalog, Hansen CPQ utilises customer data to recommend only the most suitable products. This precision in tailoring offers not only solidifies cross-selling and upselling but also builds deeper consumer trust.
- Enhancing Customer Service and Sales Productivity:** Hansen CPQ streamlines the quoting and order capture process, enabling Customer Service Representatives to dedicate more time to customer engagement rather than navigating complex product configurations. This leads to more efficient sales processes and a significantly improved customer experience.
- AI-Enhanced Selling:** Hansen CPQ's 'AI-Ready' integration with recommendation engines transform how you present your expanding portfolio. By intelligently surfacing the most relevant products and offers, it ensures customers see what truly matters to them, maximising basket value in every interaction. This approach is crucial as your portfolio grows, offering a smarter way to connect customers with the right products without overwhelming them with choices.

BENEFITS

Accelerated Sales Cycle	Speed up complex telecom quoting, improving sales efficiency.	Tailored Recommendations	Personalised offers for effective upselling and cross-selling.
Accurate Quoting	Minimise errors with precise, consistent quotes every time.	Dynamic Pricing	Flexible, multi-tiered pricing for varied customer needs.
Omni-channel Consistency	Uniform quoting experience across all customer touchpoints.	Cloud-native foundation	Dependable, scalable solution for peak business demands.

- Enhanced Sales Efficiency:** Hansen CPQ accelerates the quoting process, enabling sales teams to generate accurate and complex quotes quickly without extensive back-and-forth, reducing the sales cycle length and improving productivity.
- Improved Quote Accuracy:** By leveraging a single source of truth for product and pricing information, Hansen CPQ minimises errors in the quoting process, ensuring that customers receive correct information the first time around, enhancing trust and reducing costly errors.
- Omni-Channel Selling:** Hansen CPQ provides a consistent and seamless quoting experience across various sales channels. Whether customers start their buying process online, through a call center, or in-person, they receive the same information and experience, enabling them to purchase from their channel of choice.
- Personalised Customer Journeys:** Integrating with customer data platforms, Hansen CPQ can deliver tailored recommendations and offers to customers, improving the chances of upselling and cross-selling by presenting the most relevant products and services to each customer.
- Dynamic Pricing Flexibility:** Handles complex, multi-tiered pricing structures, allowing for dynamic pricing adjustments based on customer relationships, purchase history, and promotions.
- Scalable Cloud Architecture:** Cloud-native architecture scales to meet the demands of any business size, handling peak loads effortlessly and ensuring that the system is available when sales teams and customers need it during peak trading periods and new product launches.

SOLVING FOR B2B COMPLEXITY

Empowering Enterprise Sales: Revolutionising the Quoting Process with Hansen CPQ

As CSPs reach beyond connectivity and increase their market offering, the unique challenges in serving their enterprise clients magnifies. With complex service requirements, multi-site locations, and evolving needs, quoting accurately and efficiently for these clients has been a drawn-out, manual process. Hansen CPQ is transforming this landscape, offering a streamlined, precise, and rapid solution for enterprise sales.

KEY CHALLENGES FOR ENTERPRISE SALES IN TELECOM

Complex Product Offerings: Enterprise services often involve intricate configurations, requiring a deep understanding of various service components.

Lengthy Quoting Process: Traditional methods involve back-and-forth discussions and manual quoting, leading to delays.

Precision in Large Orders: As orders grow in size and complexity, the risk of human error and inaccuracies increase, impacting customer satisfaction.

HANSEN CPQ'S SOLUTION

Real-Time Configuration: Hansen CPQ enables CSR agents and account managers to configure enterprise propositions in real-time, directly addressing clients' evolving needs and requirements.

Efficiency in Sales Process: By streamlining the quoting process, Hansen CPQ cuts down the time traditionally spent on manual configurations and approvals, transforming weeks into hours.

Accuracy and Precision: With automated processes and data-driven configurations, Hansen CPQ reduces the likelihood of errors in large and complex orders, ensuring a high level of precision.

BENEFITS FOR ENTERPRISE CLIENTS

Rapid Turnaround: Enterprise clients experience a faster response time, significantly reducing the cycle from requirement capture to quote generation.

Customised Solutions: Tailored configurations meet the specific needs of each enterprise client, enhancing the relevancy and appeal of CSP offers.

Improved Client Experience: The seamless and efficient process enhances the overall customer experience, building trust and satisfaction.

To transcend the limitation of your legacy BSS, diversify your market offering and sell beyond the connection, **contact Hansen today** to find out how you too can strengthen your commercial operations and become a digital services leader of tomorrow.



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LATIN AMERICA

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Hansen Technologies (ASX: HSN) is a leading global provider of software and services to the energy, water and communications industries. With its award-winning software portfolio, Hansen helps over 620 clients from over 30 offices worldwide to create, deliver and engage with their customers, to manage and analyze customer data, and control critical revenue management and customer support processes.



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