

# Case Studies

# Leading Telecom Service Provider in Europe



## Client

- The client is the leading provider of electronic communications services in Europe region that offers electronic communication solutions for home, small and medium size businesses, state and municipal institutions, as well as for corporate clients.
- The client is a group of different companies and provide different services together. It provides services like Internet, voice and TV services. They also offer client service solutions, business process outsourcing.

## Situation

- The client is a leading telecom service provider and needed a new salesforce solution for end-to-end Sales process implemented.
- The focus of the client is to have digital transformation of their existing business by making Salesforce as Master system by replacing existing in- house Siebel application.
- Because many channel partners drive significant revenue for the client, they also wanted to better serve and monitor their partners.

## Salesforce Solution

- The client has selected Salesforce CRM to replace the in-house application build on Siebel to Salesforce to have feature anytime and anywhere connected.
- With Salesforce's powerful product catalog management, Salesforce system become new master data management.
- Implemented Lead-to-Order flow with Salesforce inbuilt capabilities of Lead Management, Account, Opportunity and Order Management.

## Benefits

- Salesforce solutions for communications gives customers, reps, agents and retailers clear, fast, easy access to all the information they need. So, customers enjoy a more cohesive, personalized experience at every step.
- With digital tools that streamline business processes and improve productivity, the risk of missed sales and order fallout has been reduced and increased the revenue.