



How to beat your competitor every time

A whitepaper by

OpenCloudBSS

What would happen if you could beat your competitor every time?

Imagine a world where you would beat your competitor with the launch of new products and services every time. A world where your customers are happy with the service you provide and receive clear and correct invoices.

Is that not every Telco operator's dream?

What would it mean for your company if you could sell, manage and invoice any type of product and service Marketing would like to launch? And do this with a very fast Time To Market.

Who would not like to be able to launch new offers in less than 5 minutes. Have a clear overview of all their customer and subscription data in a single dashboard and be able to sell invoices on every day of the month.

In this white paper we cover the most common obstacles Telco's face that prevent them from getting ahead of their competition. And we talk about how they could change that.

We look at these obstacles from a perspective of the key operational areas within a Telco.

1. Marketing & Sales
2. Customer Management
3. Billing & payments

Offer the services your customers want with a best in class customer experience and beat your competitor every time

Sell any product and service in minutes



Marketing & Sales

- Sell any service or product
- Launch new offers in minutes
- Sell to any type of customer

Handle customer contacts quickly and efficiently



Customer Management

- All relevant customer information in 1 system
 - Clear Customer 360 View
- Easy to use customer service processes

Daily bill runs and fully automated payment collection



Billing & Payments

- Collect usage from different sources
- Send clear, understandable invoices
 - Collect payments in time

Marketing & Sales

Marketing is always trying to identify new sales opportunities to attract more customers, let customers stay longer with the Telco and to increase the average spend per customer.

To achieve these three goals, it is essential to have the ability to sell the services and products their customers are looking for and to be able to quickly react to new market opportunities and threats.

Many operators however struggle to launch new services and products that are not directly telco related. Their systems are not designed to support products not identified with a mobile phone number. This restricts them in selling additional services to their customers.

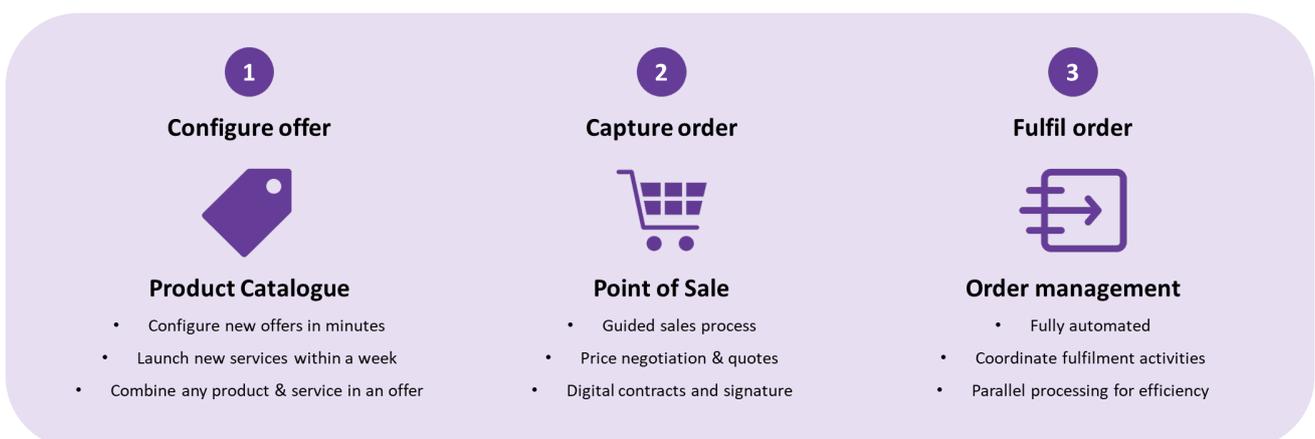
When it comes to packaging existing products in new commercial offers by changing prices and adding additional discounts, even this easily takes more than a week. Increasing the Time To Market for the marketing department. This significantly impacts the ability to compete in the market.

Telco operators should be able to launch new offers in less than 5 minutes

To beat your competitor this must be done better.

Telcos require platforms that support any type of product and service. A platform that makes sure that new products can be implemented within a week and new offers can be launched to market in a matter of minutes.

This includes everything that has to be done in the product catalogue, the point of sale and the order management to ensure that you cannot only launch but also activate any service.



Customer Management

Within Customer Management it is key to be able to handle any customer interaction as efficiently as possible. Any call to the call centre generates a cost for the operator. The longer the call the higher the cost.

One of the main issues operators face in this area is usually to simply get all the information around a customer available.

Getting a complete overview of what products and services a customer has, their customer information, any open invoices and perhaps any outstanding trouble tickets is not always an easy task for customer care agents.

Often, they have to work in multiple applications to get this complete overview.

Because of these limitations, having data in multiple applications, it is even harder to provide the customer with a clear overview of this data in a self-service website or mobile application.

Restricting customers in how they can manage their own details and subscriptions in the way they want leads to more calls to the call centre.

Frustrated agents, not being able to easily get the information they require to answer the customers questions leads to longer calls and to repeat calls for customers that did not receive the correct answer the first time.

Telco's need a platform that is centred around a clear Customer 360 view which provides a comprehensive view of all relevant customer and subscription data in a single dashboard.

A dashboard that can be used by agents but is also available on the self-service page for customers.

Enabling both the customer and the agents to view the data and make changes where and when desired efficiently.

The dashboard provides a comprehensive view of a customer's profile and interactions. It is organized into several sections:

- Summary information:** Displays personal details (Name: John Doe, Address: Gedimino pr. 5, Postcode: 01103, City: Vilnius), risk levels (Churn risk: Low, Customer level: Gold), and financials (Unbilled usage: €80.89, Credit limit: €100.00, Invoice day: 12). It includes buttons for 'View Customer details', 'View Account details', 'Add contact log', and 'Next best Customer action' (Update credit card details, Register new card).
- Subscriber information:** Lists active mobile numbers (0912345678, 0986532177, 0987654321) and a suspended number (0933765463), along with a broadband email (john@ocb.com). It features a 'Next best offer' comparison between 'Power Plan 200' (€31.50/month) and 'Power Plan 300' (€37.50/month), highlighting benefits like 50GB, 700 minutes, and 700 texts. A 'Change offer' button is available.
- Orders:** A table listing recent orders with columns for Order ID, Order type, Order date, Status, Status change date, Subscriber ID, Agent, and Channel. Orders include account changes, address changes, offer changes, and shipping.
- Contact logs:** A table showing interaction history with columns for Date, Reason, Agent, and Channel. Recent logs include account renewals, out-of-allowance notices, address changes, and payment confirmations.
- Invoices:** A table of invoices with columns for ID, Date, Amount (€), and Status. It shows an open invoice for €80.89 and several paid invoices. A 'Credit Card' section indicates it is active and expires on 12/22.
- Trouble Ticket:** A table of open tickets with columns for ID, Reason, Status, and Days open. Tickets include an incorrect amount, credit card details, and a contract change offer.
- Notifications:** A list of recent communications, including account changes, address changes, birthday wishes, and offer updates.

Billing & Payments

Billing and payments is the area where all revenue of an operator is handled. From that perspective it is therefore perhaps one of the most important departments in any telco.

However, if we look at it from an investment perspective this department typically comes last when it comes to upgrading platforms and enhancing processes.

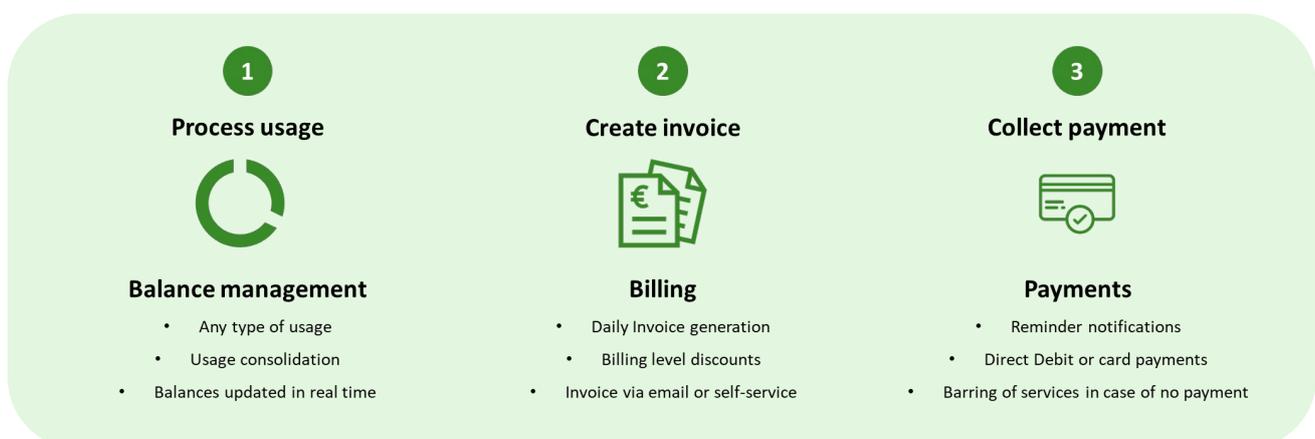
Have you ever wondered why you could not just send an invoice on any day of the month? Many Telcos have a limited number of bill runs they perform per month. This due to system limitations and to reduce the operational overhead that is currently required to run a single bill run.

Send invoices on any day of the month & eliminate the need for pro rata amounts

When a customer receives a payment reminder they have to go to the website, log in to their account, see what the open amount is and then initiate a payment to settle the invoice. Since this requires the customer to take a number of steps and having to remember their login credentials to be able to see the open invoice amount before they can initiate the payment customers are often distracted by something else before they actually made the payment. Leading to invoices left unpaid for longer and more reminders required to be sent to customers.

Telco's require a platform that allows them to send an invoice to their customers on every day of the month. A platform that does not require a complete night and any manual work to get invoices generated. That allows them to create an invoice for customers on the day they join, removing the need for pro rata charges and reducing the risk of bad debt for new customers at the same time.

Their platform should also be able to send customers reminders for open amounts including payment links that allow the customers to easily pay these open amounts.



Do you want to get ahead of your competition?

If you are looking for ways to get ahead of your competition, let us know and we are happy to help!

In a few sessions we:

- 1) Discuss the things holding you back most
- 2) Tell you how we have solved that for some of our customers
- 3) Provide you with a recommendation on how to improve

No commitments required!

Looking forward to helping you and your company getting ahead of your competition.

Let's get started

