

# How to configure and launch a new offer in under 5 minutes

A whitepaper by

**OpenCloudBSS**

## What would it mean to you if you could sell any product and service you want?

Imagine what would happen if you could launch a new commercial offer in less than 5 minutes.

Would this provide you with the competitive advantage you have been looking for? Grow your customer base and your revenue?

Every eCommerce website can launch a new offer in minutes but for Telco's it takes weeks or sometimes even months to launch a new offer. Even if this offer is just a small variation on something they are already selling.

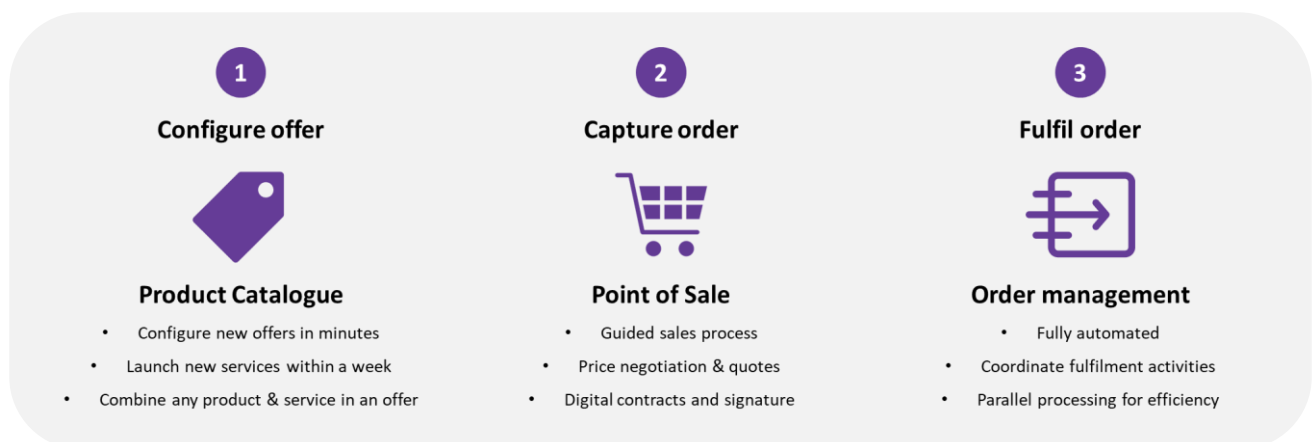
Many Telco's still carry the burden of their legacy IT systems that significantly impacts the Time To Market for new offers and provides restrictions on their ability to start selling different products and services.

Telco's should not be restricted by their IT systems. They should be able to compete with different market players and enter new markets and verticals easily.

In this white paper we will investigate the issues holding Telco's back and explain what they require to become more competitive.

Since launching an offer goes beyond just having a flexible product catalogue and requires the ability to sell the offer, activate the services and add products to the monthly invoices we will cover all these areas. This to provide a complete view of a true time to market.

Why can every eCommerce website launch a new offer in minutes but does it take Telco's weeks or months to launch an offer?



## Product Catalogue

Launching a new offer is a headache for many marketers. It usually involves lengthy discussions between marketing and IT to get the requirements agreed. Once the requirement clarification is finished it takes weeks, sometimes even months before the offers are available for sales.

In many cases the competitive advantage is already gone by then.

The case above assumes that marketing only wants to launch a new commercial offer, based on existing products. Defining new prices and adding discounts.

Marketers should be able to configure their own offers and set flexible pricing rules

If this changes to the introduction of for example new services and products that need to be activated in different systems or adding discounts that are depending on the products the customer has added to the basket it becomes completely impossible.

This is wrong.

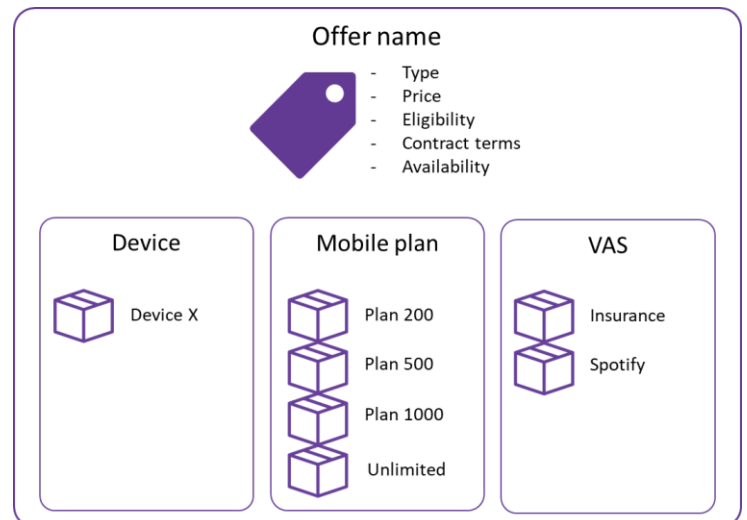
Marketers should be able to configure their own offers, set the prices directly and configure which customers can purchase the offer and in which channels it will be available.

Have the capability to mix and match different products into an offer and add discounts based on combinations of products purchased.

Marketers need a simple to use configuration screen where they are in control of defining the offers, they want to sell to their customers. Simply set the offer name, default pricing and contract terms. Define eligibility and availability rules. Set the product groups customers can or must choose products from and start filling these groups with products.

This way the marketer does not only define the offer itself but also determines the way the customer will be led during the sales process.

For example, the customer must purchase the device in the offer, must select one mobile plan and can select one or all value-added services in this offer.



Once the products are added to the offer the marketer can set conditional pricing rules, as for example, 6 months 100% discount on Spotify if the customer purchases an Unlimited mobile plan within this offer. Or a discount on the device if the customer also purchases insurance.

## Point of Sale (POS)

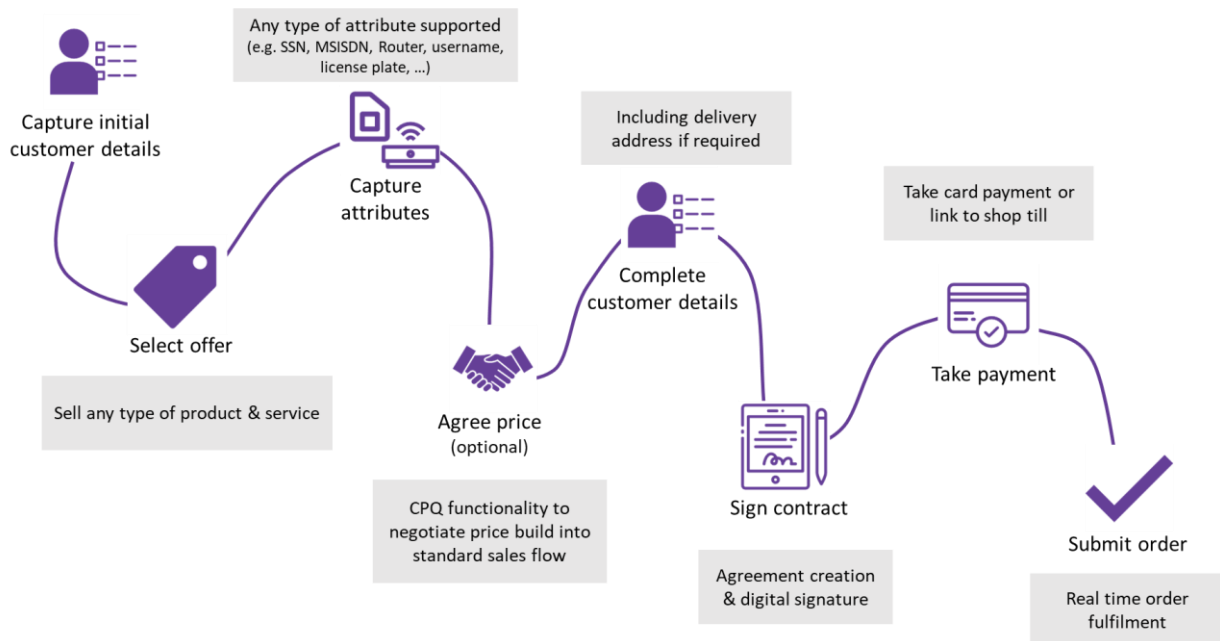
Configuring offers is one thing. But being able to sell these offers is another. During the sales journey it is important that all attributes required to activate the product and service are captured. It is therefore important that there is a close cooperation between the product catalogue and POS flow.

We have seen many sales journeys. In most of them a lot of additional manual work is required for agents to find the right offer and add multiple subscriptions into a single order.

POS is often a bottleneck for the introduction of new products and services. Different products require different attributes to be captured and often this is not supported or leads to complicate customisations that lead to even more problems later.

POS should be able to capture any product attribute that the Product Catalogue tells it to. Regardless if this is standard Telco attribute like mobile phone number and sim card, or OTT service related like username and password, or perhaps the license plate of a car for a car insurance.

Within the order capture flow, the POS should guide the customer (in eCommerce) and agent (in shop) to capture only the information required for that step. For example, to perform a credit check, create the contract and activate the service. Asking the right information at the right time keeps the customer engaged and reduces the number of abandoned shopping baskets.



Telco's require a standard sales flow for consumer and enterprise customers, supporting a full omni channel approach.

## Order Management

Once the order is completed in POS the products and services must be activated and in case of physical products shipped to customers. This is where coordination is required to ensure a seamless experience to customers.

Orders not completing successfully or requiring manual intervention are a problem for many operators. This leads to high operational cost and low customer satisfaction. Orders that do not complete in time lead to disappointed customers. This is not something you want at the start of your relationship with a new customer.

Fully automated order manager, that can handle any type of product & service

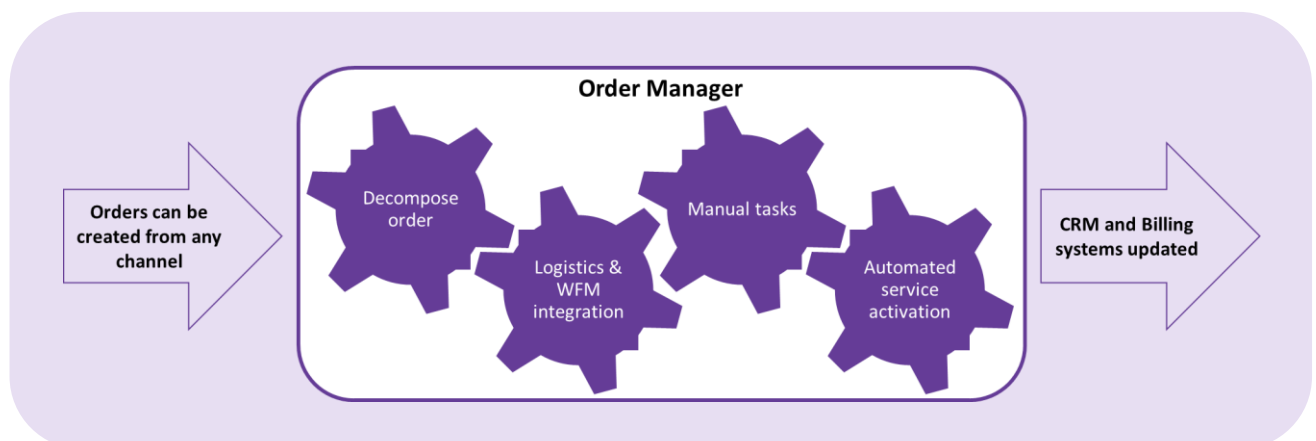
It is important that order managers can deliver against the promise's operators make to their customers.

To be able to cope with any type of product and service Marketing would like to introduce it is important that the order manager provides a clear structure that allows for quick introduction of these new products and services.

Once the order manager receives an order, including the products that must be activated it must be capable to break down the products into the underlying components that make up the product. It is these components that will have to be send to the back-end systems as network, 3<sup>rd</sup> party services and billing to ensure the customer receives their products and services and is being invoiced for them.

The components in the product must drive the involvement of 3<sup>rd</sup> party systems and the order in which they will be activated. For example, first send the sim card order to the warehouse, receive the sim card number in return and then use this sim card number for activation of the services as soon as logistics has provided a successful delivery notification.

This activation moment might in turn impact the contract and billing start date for the customer. In that case the order manager will inform billing of the exact start date for the invoices.



Do you want to be able to launch new offers in under 5 minutes?

If you are looking for ways to launch new offers fast, let us know and we are happy to help!

In a few sessions we:

- 1) Discuss the services and products you would like to sell
- 2) Show you how we can support you selling them
- 3) Provide you with a plan that shows when you could start selling

No commitments required!

Looking forward to helping you and your company to launch new offers in under 5 minutes.

Let's get started

