

Siemens CMT

Communications, Media and Technology

Modern CRM in a service of complex cross sector business needs

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Agenda



CRM overview

CRM portfolio of Siemens CMT

Sales Force Automation

Campaign management

Competences & References

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Customer Relationship Management stands for a complete holistic customer approach



CRM Philosophy

Marketing



Sales



Service

Customer Relationship Management (CRM) means to manage the customer in terms of

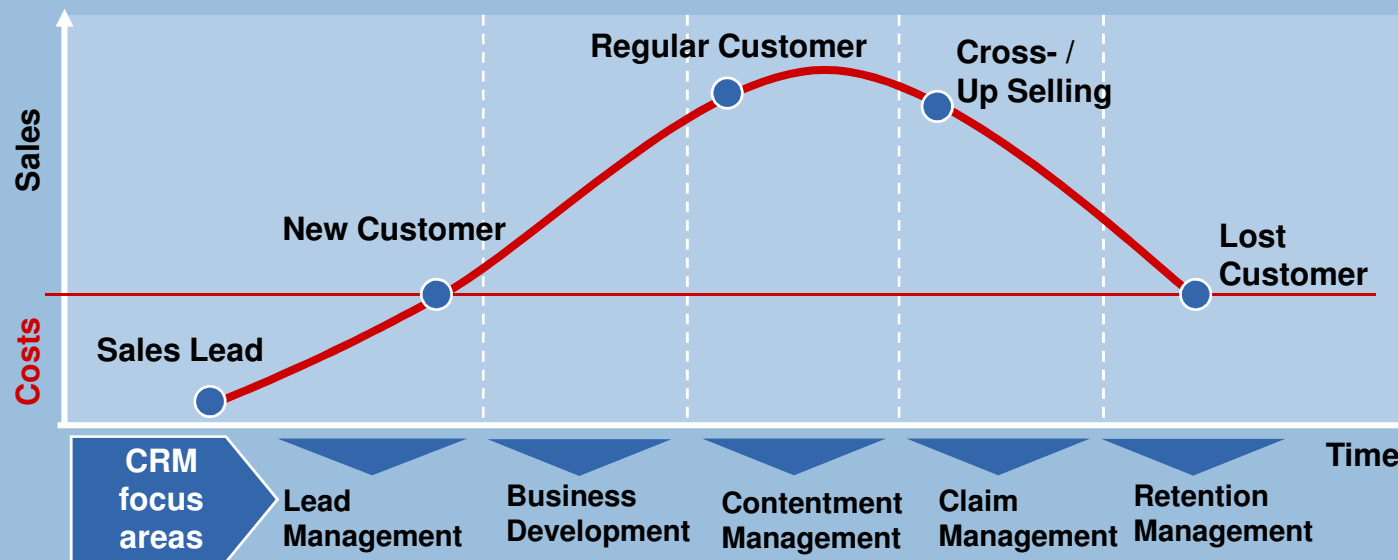
- **Marketing**
- **Sales**
- **Service**

throughout the whole life cycle in order to broaden the customer base, increase customer loyalty and profitability.

CRM is focusing on the customer –
for your company's benefit

CRM Lifecycle and Performance

A profitable customer is a customer, whose cash flow exceeds **during the relationship** the company's costs for acquisition and service for a acceptable minimum.



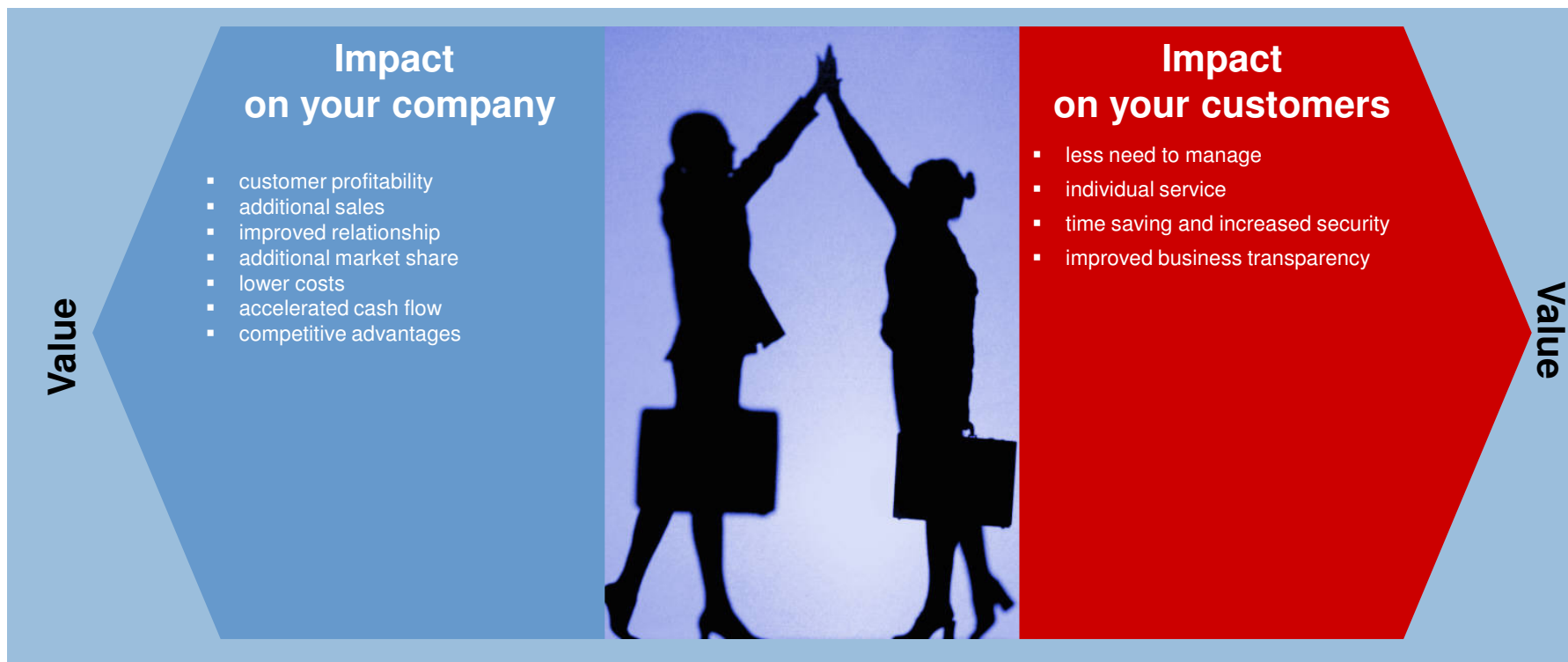
CRM means a **business philosophy** aiming for optimizing **customer identification**, **customer acquisition**, **customer loyalty** and **customer profitability**.

Benefit means value added for your customers and your company



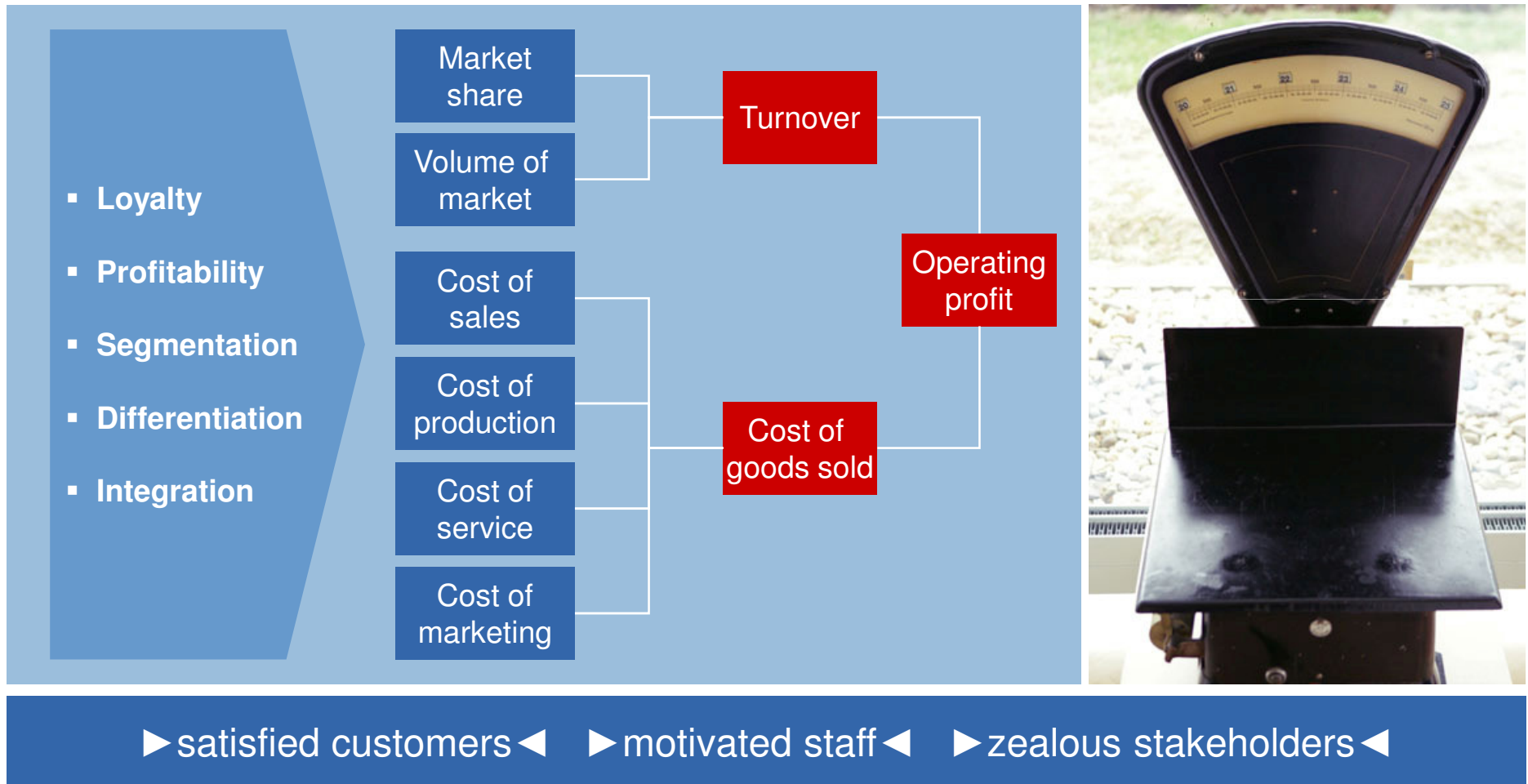
Value added for customers and company

Every customer contact holds economic potential within. That is why the relationship should be treated as an asset your customers and yourself are investing in. And both of you expect ROI!



Measurability is the key of successful CRM controlling

Chart of CRM influencing factors (example)



The selection of the right CRM product is in our days mainly based on strategic decisions



Starting point

- In large companies the selection of a CRM software application is easy to grasp
- State of the art applications are, in a functional point of view, comparable, differences are few.

Challenge

- Business units and IT often have their own favorites
- The opinion about an application often is very single edged (personal experiences, aspects of integration, personal preferences, functionalities)

Project approach / solution

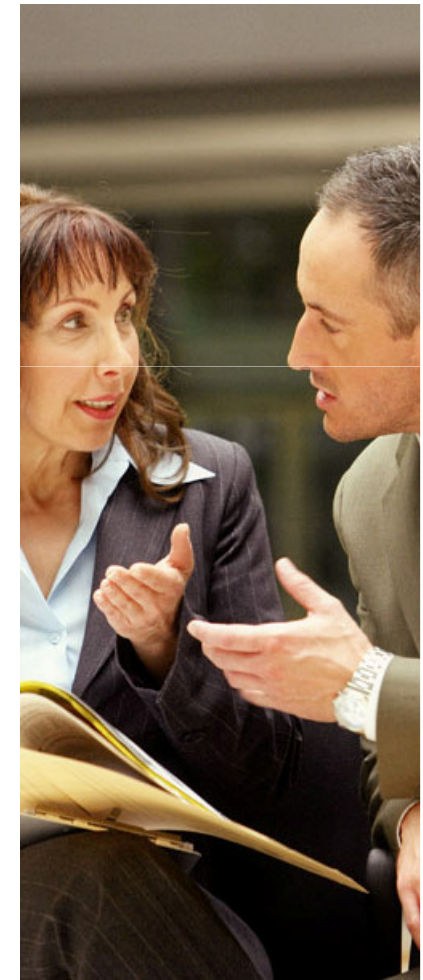
- Consolidation of selection criteria and alignment with company strategy
- Product evaluation aligned as well with the company as the IT and the CRM-strategy
- Supporting with Change Management methodology

Benefit

- Methodical support regarding the CRM product selection
- Holistic product evaluation based on corporate and strategic selection criteria
- integrated Change Management methods in order to increase the acceptance of the decision

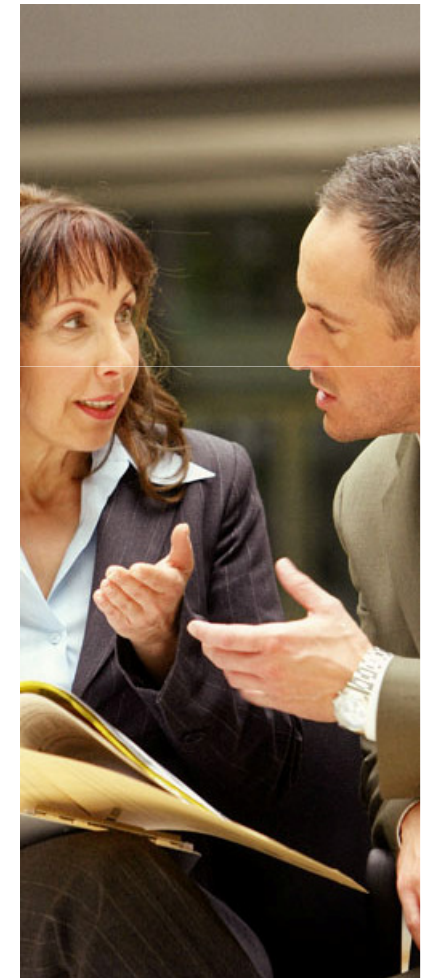
Operational

- Operational CRM provides support to "front office" business processes, including sales, marketing and service. Each interaction with a customer is generally added to a customer's contact history, and staff can retrieve information on customers from the database when necessary.
- One of the main benefits of this contact history is that customers can interact with different people or different contact channels in a company over time without having to describe the history of their interaction each time.
- Consequently, many call centers use some kind of CRM software to support their call center agents.
- Often integrated with other key network modules: Telephony, billing, DWH, ERP modules and other business applications....



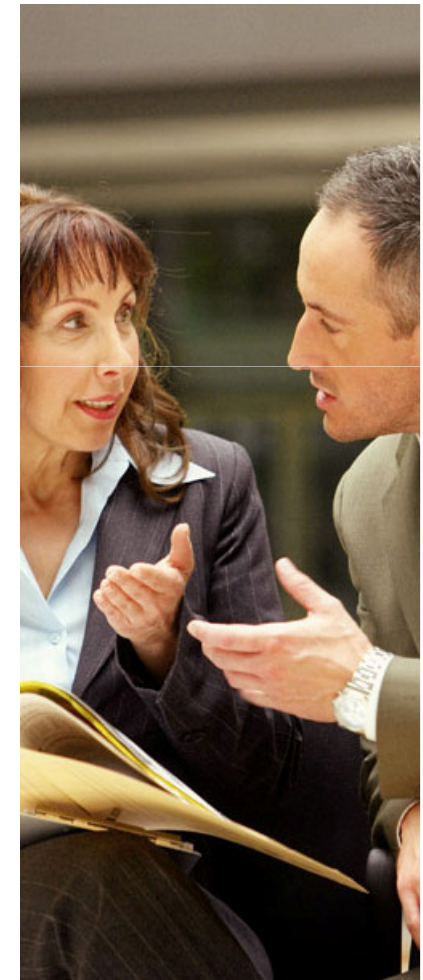
Analytical

- Analytical CRM analyzes customer data for a variety of purposes:
 - Design and execution of targeted marketing campaigns to optimize marketing effectiveness
 - Design and execution of specific customer campaigns, including customer acquisition, cross-selling, up-selling, retention
 - Analysis of customer behavior to aid product and service decision making (e.g. pricing, new product development etc.)
 - Management decisions, e.g. financial forecasting and customer profitability analysis
 - Prediction of the probability of customer defection (churn analysis)
- Analytical CRM generally makes heavy use of data mining.



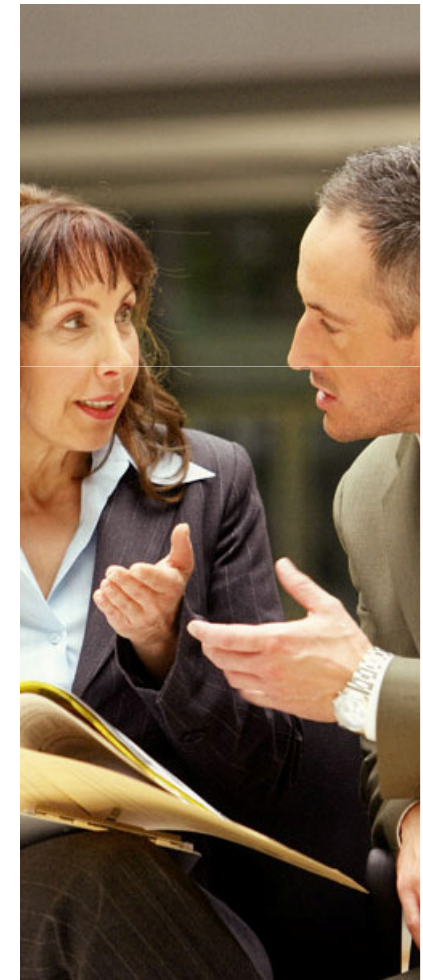
Sales force automation

- Sales Intelligence CRM is very similar to Analytical CRM, but it is intended as a more direct sales tool. Features include the delivery of "alerts" to sales people based on analysis of such factors as:
 - Cross-sell/Up-sell/Switch-sell opportunities
 - Customer Drift
 - Sales performance
 - Customer trends
 - Customer margins



Campaign management

- Campaign management software is marketing-oriented CRM software that combines elements of Operational and Analytical CRM and allows campaigns to be run on an existing client base. Campaign Management is used when you need to create personalized offers when it is prohibitively expensive to personally contact each client. Campaign management software functions include:
 - Choosing campaign recipients from the client base according to selected criteria
 - Development of a campaign offer (this is often done "out-of-the-system" and is not automated)
 - Assigning specific campaign offers to selected recipients
 - Automatically sending offers to the selected clients via selected channels (either directly, via channels such as e-mail, or indirectly, by creating lists for use in channels such as direct mail)
 - Gathering, storing, and analyzing campaign results (including tracking responses and analyzing propensities)



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Our service offering starts with reviewing the customers current CRM (CRM Awareness Workshop & Assessment)



Starting point

- Customer is concerned about CRM
- Customer is planning a CRM project
- CRM often is driven by IT
- Customer is in doubt where and how to start

Project approach / solution

- 1 – 2 days workshop to point out the current CRM situation and to identify the key focus areas: CRM Awareness Workshop
- 4 – 6 weeks assessment to point out the relevant key focus areas and map to actions/projects: CRM Assessment

Challenge

- Customers often reduce CRM just to be an IT-application
- Lack of understanding: CRM is not equal to IT
- CRM projects often are driven by IT – not by business
- Which options are available?
- What are the focus areas?

Benefit

- Knowledge: What's the potential of CRM for the company and which areas and challenges have to be dealt with?
- Detailed project catalog containing targets, content and effort;
- Timeline and management decision paper

Successful CRM starts with the right strategy and the right sales approach



Starting point

- Few knowledge of CRM vision and CRM goals
- No strategy for implementing CRM goals
- CRM is unrelated to the business objectives

Challenge

- Taking the CRM issues to the business level
- Missing or non-transparent business strategy
- Missing detailed customer information
- Customer value identification

Project approach / solution

- CRM vision and goals based on clear business objectives
- CRM strategy based on the CRM strategy map
- Cost effective and optimized customer contact channels based on a multichannel strategy

Benefit

- Clear CRM vision and goals as a precondition and guidance for all CRM related activities
- Increased customer profitability
- Improved cost-effectiveness of customer contact channels

Standardized best-practice processes and a customer-oriented organization are the key to successful CRM



Starting point

- CRM processes in the customer's business units differ strongly from each other
- CRM processes show a big potential for improvement
- The customer's organization does not harmonize with the CRM processes, so adoptions are necessary

Challenge

- (global) alignment of CRM processes
- Realization in the organization regarding people, processes, systems

Project approach / solution

- CRM process (re-)design and optimization
- Building up a CRM organizational design
- Implementation of CRM processes and a CRM organization
- Setting up of a Change Management
- Respecting sector specific determinations

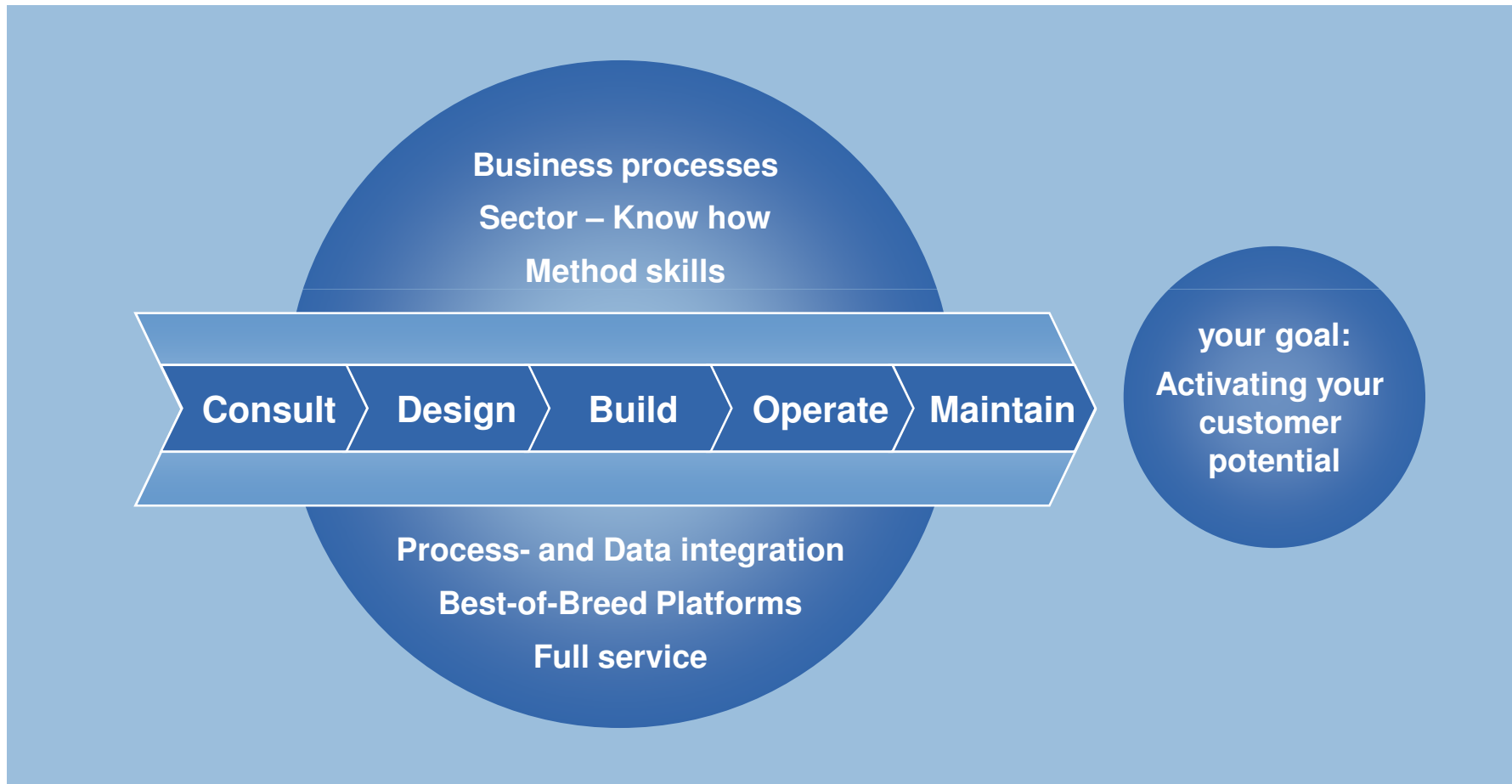
Benefit

- Globally aligned CRM processes
- Building a base for the implementation of a CRM-system or a system-consolidation
- Efficient and employed CRM processes
- Customer-centric organization

Our services for CRM covers the whole value added chain ...



Value added chain Siemens CMT



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Meeting your business needs

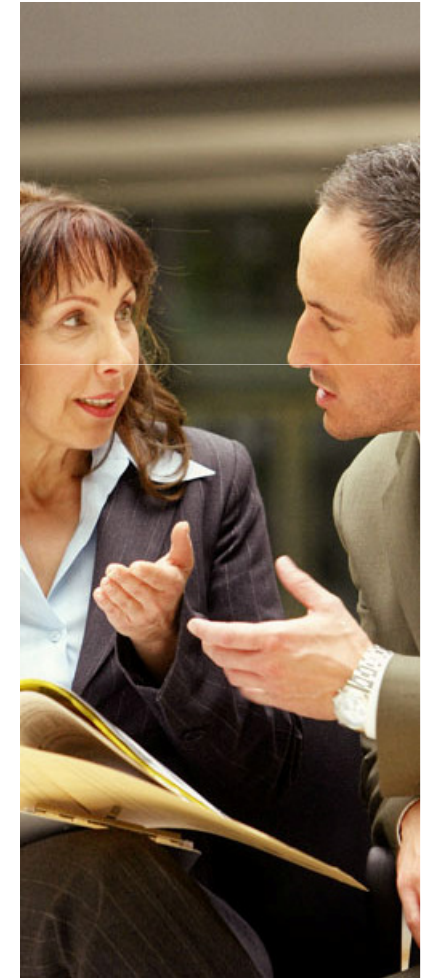


INCREASE THE EFFECTIVENESS OF YOUR MARKETING

- Leads can come from many sources, including marketing campaigns, events, networking and customer requests.
- Once you import these leads, you can associate them with their primary source, enabling to measure and refine your marketing activities.
- Leads can be easily promoted into opportunities and any resulting revenue from opportunities can be traced back to the lead source, allowing you to measure the effectiveness of marketing activities.

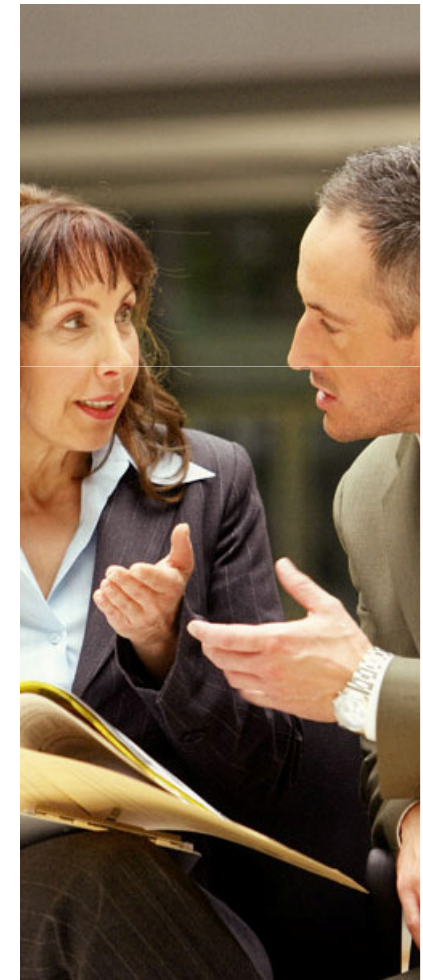
MANAGE YOUR TERRITORIES EFFICIENTLY

- Sales application helps you to identify and match your most appropriate and effective sales person to a specific territory.
- It also allows you to define a wide range of roles and responsibilities, including field sales, telesales, telemarketing, presales, and sales managers.
- You can then use this information to control access to the system, ensuring that only relevant information is shared among team members, maximizing both sales team efficiency and effectiveness



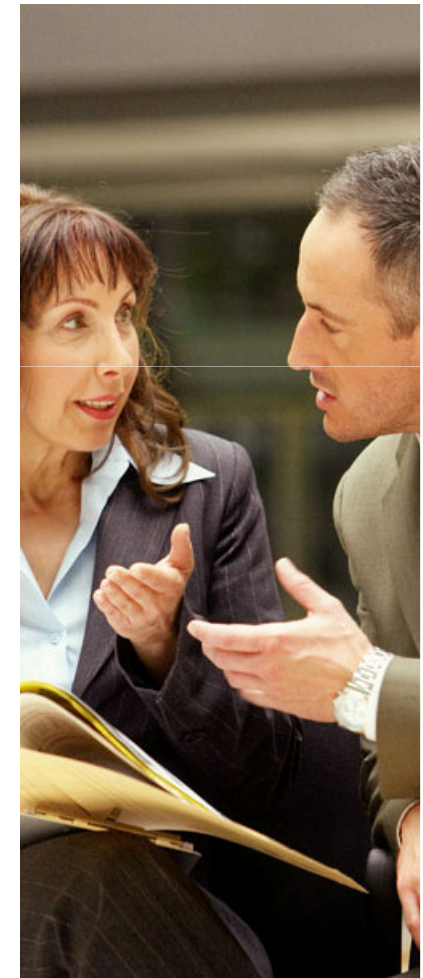
IMPROVE PLANNING THROUGH ACCURATE REVENUE FORECASTING

- The ability to accurately predict revenue is a common challenge faced by most sales organizations.
- This is particularly applicable to businesses with long sales cycles where closure dates are difficult to forecast, and where individual deals can make the difference between a good quarter and a bad one.
- With application, you can optimize the accuracy of your forecasting by proactively managing revenue and by analyzing the sales pipeline across a number of dimensions, including geography, products and lines of business.
- By using sales process metrics, your sales management can now apply standardized cycle times and closure rates, rather than relying solely on the personal beliefs of each sales professional.



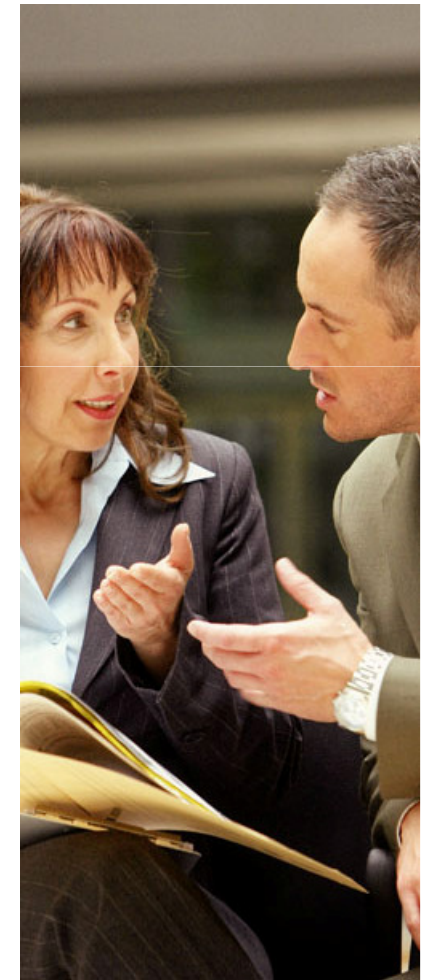
CAPITALIZE ON EACH OPPORTUNITY

- The opportunity management functionality allows your sales professionals to maintain contact, account, product, competitor and sales-process information through an efficient and intuitive user interface
- Opportunities may be shared among multiple members, each of whom may have a different role.
- Role-based security and personalization ensures that each member can efficiently fulfill their tasks
- When sales opportunities satisfy the appropriate criteria, they can be submitted as forecasted items, removing the need to manually re-enter the details at a later stage.



**STAY IN CONTROL WITH
PIPELINE MANAGEMENT**

- When a new lead is created, it enters the Amdocs Sales “pipeline” and is tracked until it is closed - either as a deal that has been won, or a deal that has been lost.
- This end-to-end approach allows you to identify and correctly apply the appropriate sales effort for that stage in the pipeline, in order to maximize revenue generation.



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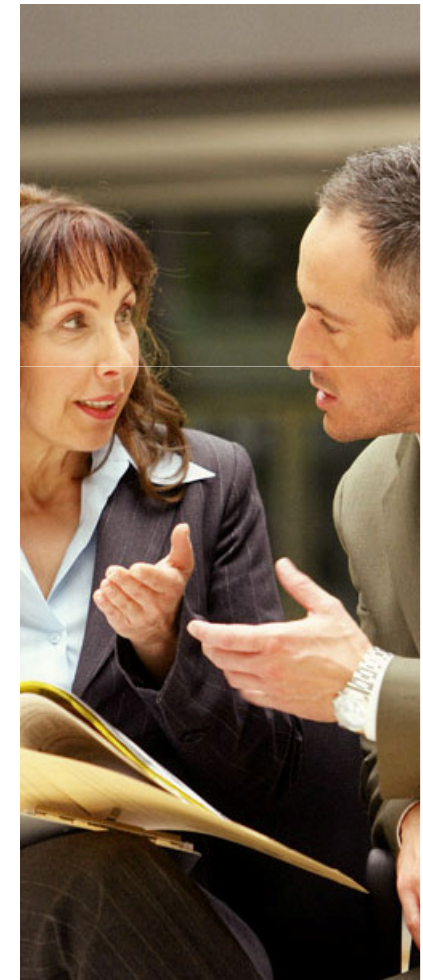
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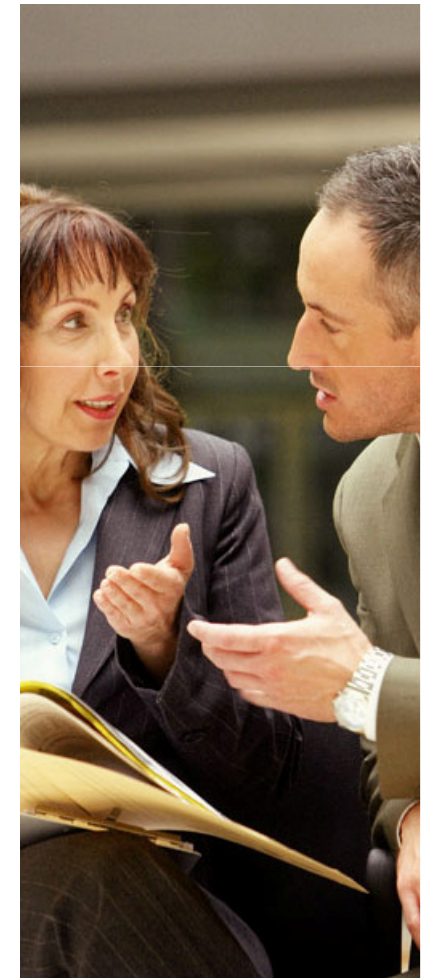
Steps

- Market analysis
- Target customer with market segmentation
- Predict duration of the campaign
- Define time of campaign execution (relevant for direct customer contact)
- Manage your personalized messages to individual customers across voice/SMS/email channel and reinforce messages through channel
- Execute campaign
- Campaign analysis (Number of outbounds, Number of responses, Number of attendants (target group), Number of customers that are requiring more detailed information)



Overview

- Campaign management software facilitates automation and integration of the planning, execution, assessment and refinement of the highly segmented marketing and customer oriented campaigns that run periodically based on the enterprise's marketing and CRM strategies.
- The Campaign management software is generally capable of running automated campaigns with multiple "communication points" triggered by time or customer behavior - such as the opening of a new account, buying a new product etc.
- Integration with campaign channels (Predictive dialing system, mail server, SMS gateway)
- Campaigns are often personalized



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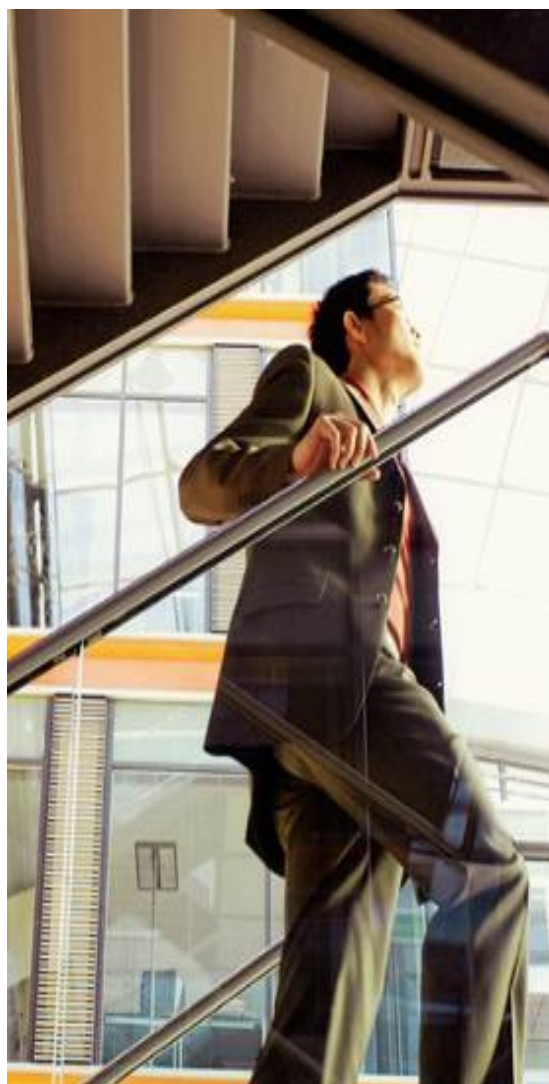
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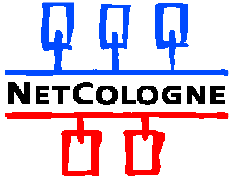

Certifications overview



Technology	Description	No. of employees
Oracle	14 Siebel Certificated consultants, 23 Oracle UCM trained employees	30
CRM / ESB	Consultants, busines analysts, developers, testers,	50
JAVA	Project experience in JAVA (Standard Edition, Enterprise Edition, Micro Edition, Web applications)	> 100
Microsoft	More than 20 implemented customer solutions based on Microsoft technology	> 50
Cisco	7 CCNA, 2 CCNP, 2 CISS, with Professional Cisco lab used for training and consulting	11
ISTQB testers	International Software Testing Qualifications Board certified testers	5
Project Management	5 PMI certified project managers 12 IPMA-C; 2 IPMA-B	15
SW architecture	Employees with software architecture curriculum	10
Consulting	eTom, SID, Frameworx (NGOSS)	8






References



	<p>Integrated CRM and Trouble Ticketing Solution at Telenet in Belgium (1997)</p>
	<p>Customer Care Solution for austrian Carrier in Vienna. Integration to billing and provisioning</p>
	<p>Call center Solution for ISP in Vienna. Displacement of old systems, data migration, integration to billing, order management. workflows</p>
	<p>Integrated CRM and Customer Self Service Solution, Order Entry, strong workflows</p>
	<p>CRM project at Telekom Austria for service functionality</p>






References



	<p>Customer Management System Utility Company SWM. Integration of Clarify with SAP IS-U.</p>
	<p>Introducing of Helpdesk and CR-Tool at Philips for development of product freeSpeech.</p>
	<p>Knowledgemanagement based on KANA IQ for external Call Center of NÖL</p>
	<p>Marketing Management for Universidad Austral in Argentinien. Campaign management, automated mailing functionality, web integration, opportunity management</p>
	<p>Build up of Customer Care Centers, Integration to the Systems of credit card processors, integration to account validation and DWH</p>





References



	<p>CRM Consulting at Viag Interkom (now O2) for large CRM project , UMTS System Stack</p>
	<p>Introducing of an efficient customer- and contact management system to win new customers for car management</p>
	<p>Build up of Customer Care Centers, focused on outsourcing, campaign management and helpdesk in Litauen</p>
	<p>Consulting, specification and realisation of a system for the pre sales phase based on mySAP CRM for several departments of Siemens AG Austria</p>
	<p>Solution for managing the addresses of the IV members, analysis of data and optimisation of the member fees management</p>




References



	<p>Integrated KM Solution for Siemens ICM world wide, knowledgebase with answers to questions for all Siemens mobile devices</p>
	<p>Integrated customer care and billing system for a german city carrier group with 15 city- and regional Carrier members</p>
	<p>CRM Solution for capture, management and controlling of orders. Distribution, management, controlling of provisioning activities with escalation mechanism. Integration to order management system and order capture system via integration platform.</p>
	<p>Implementation and CRM - consulting for the austrian branch of t-online</p>

References



	<p>Implementation and support for a customer self care solution plus email handling for an ISP in Austria</p>
	<p>Implementation of AmdocsClarifyCRM ClearSales for Small and Medium Enterprise Customers, Reporting at the largest mobile operator in Austria</p>
	<p>Full implementation of CRM system in T-Mobile Croatia integrated with SAP, Billing and DWH</p>

References



Contact data



Contact

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