

Infor CRM^{Epiphany} for Communications



➔ Bell Canada, one of North America's largest communications providers with more than 20 million customers, is leveraging Infor CRM for Communications to improve customer interactions, resulting in a 15 percent increase in average revenue per user (ARPU).

Be enterprising.

Today's post-deregulation, IP-based global communications industry is both complex and competitive. The challenge is to manage rapidly changing global operations and practices, compete for new consumers, and increase the value of existing customer relationships, all while leveraging existing technologies and maximizing infrastructure investments. The convergence of voice and data services presents new opportunities, as well as challenges. As traditional land-line carriers compete with Voice over Internet Protocol (VoIP) and cable providers for customer acquisition, retention, and service expansion, enterprising companies know that bundle penetration is the key to survival.

The market-leading Infor^{CRM Epiphany} suite was designed with the needs of today's communications companies in mind. It delivers the best up-sell and cross-sell offers during both inbound and outbound interactions. Plus, it works seamlessly with existing



front- and back-end systems so you can realize results without the need to “rip and replace.”

Leverage experience.

As a leading provider of CRM solutions for the communications industry, Infor has a critical understanding of your competitive requirements, gained through years of successful business and software implementation experience. Our business-specific CRM solution helps companies like yours achieve competitive differentiation in the following ways:

- *Speed time to market*—Generate new sales opportunities efficiently without wasting resources through shorter offer development and implementation cycles.
- *Increase bundle penetration*—Optimize the potential of existing customer relationships by selling bundled offerings that minimize churn and maximize revenue.
- *Reduce churn and increase customer profitability*—Use Infor’s churn-detection models to identify at-risk customers and proactively build offers to retain them.
- *Maximize your technology investment*—Augment your existing front- and back-end systems and leverage your existing technology investment without additional IT outlay.
- *Foster flexibility*—Increase your strength and resistance to market threats. Rely on Infor’s open, adaptable technology for a flexible business infrastructure.

Get business specific.

With Infor CRM for Communications, communications service providers are able to increase the cross-sell of new products and decrease churn through intelligent, event-driven customer interactions across all touch points, including outbound channels such as short message service (SMS), email, telesales, and direct-marketing, as well as inbound call center, online, interactive voice response (IVR), and store channels.

Key capabilities include:

Increase average revenue per user

Infor CRM for Communications increases average revenue per user (ARPU) and maximizes customer potential by delivering the best cross-sell, up-sell, and retention offers during both inbound and outbound interactions.

Identify next-best action

Sophisticated analytics can be leveraged at the point of customer interaction, whether in the form of an inbound service request or a proactive outreach such as direct mail, email, or call-center campaign. A unique blend of real-time analytics and offer arbitration helps you sort through hundreds—even thousands—of possibilities to identify the next best action that optimally aligns your customers’ needs and your business goals. You’ll be guided seamlessly from accepted service offerings to the next logical step in the purchasing and servicing process.

Generate personalized interactions

With Infor’s powerful CRM solution in place, you’ll improve the retention of your best customers while reducing the cost of servicing less profitable ones. The solution reduces churn by recommending the optimal retention offer for each customer, matching the value of the offer to the value the customer brings to your organization.

Synchronize marketing

Transform your marketing mix from wishful thinking to customer-driven actions. Infor CRM for Communications allows service providers to replace traditional interruption marketing techniques with coordinated marketing processes across both inbound and outbound channels, resulting in uncluttered customer interaction. Whether you’re dealing with an inbound call from the customer, a follow-up request, or action on an expiring contract, this approach results in better customer response and generates up-selling opportunities.



Improve agility

Infor CRM for Communications lets you examine contextual offer-influencing factors such as IVR selections, channel of interaction, call hold time, billing and provisioning patterns, and more in real time. The solution automatically builds and adapts its models based on customer interactions, allowing marketers to create and customize offers in a fraction of the time of offers generated with traditional systems.

Augment existing systems for rapid implementation

Infor CRM for Communications enables you to leverage your existing technology investment. The solution can coexist seamlessly with current VoIP and cable or traditional fixed-line IT infrastructures. Its open architecture makes it compatible with today's communications applications—and adaptable to tomorrow's next-generation technologies.

Leverage industry best practices

Industry-appropriate data models, templates, and processes guarantee adherence to industry standards. With support for the eTOM (enhanced Telecom Operations Map) process framework and experience integrating to commonly used CRM and billing systems in the communications industry, Infor CRM is a proven solution that delivers real business results in the form of higher bundle penetration, lower churn, and increased ARPU.

Components include:

Marketing

Inbound and outbound marketing capabilities help streamline the campaign process and create real-time customer profiles that can be analyzed to identify high-impact offers at the time of interaction.

Sales

Sales force automation and opportunity management capabilities facilitate customer conversations by driving intelligence into every customer interaction.

Service

Personalized contact center capabilities give customer service representatives a unified view of customers across all existing systems and empower them to shorten call times and resolve issues on the first call. Sophisticated, real-time analytics drive personalized, customer-focused processes and offers, turning customer interactions into revenue opportunities.

See results now.

Infor CRM for Communications enables many of the world's largest and most successful communications, VoIP, cable, and entertainment service providers to capitalize on current customer relationships, build new ones, and leverage their technology investments. Let this powerful solution help your company generate a fast return through:

- Increased bundle penetration
- Reduced churn
- Increased average revenue per user
- Streamlined event-driven marketing processes
- Improved flexibility and adaptability
- Easy integration with new and existing technology systems
- Reduced time to market
- Low total cost of ownership

About Infor.

Infor delivers business-specific software to enterprising organizations. With experience built in, Infor's solutions enable businesses of all sizes to be more enterprising and adapt to the rapid changes of a global marketplace. With more than 70,000 customers, Infor is changing what businesses expect from an enterprise software provider. For additional information, visit www.infor.com.

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