



Prodapt Chase
Extraordinary

Speed Up Your Fiber Network Sales Process

Leverage Salesforce to accelerate fiber rollout by 40% and improve customer service

Credits

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Achieve digital transformation of fiber network delivery by **replacing shadow IT systems** and **supporting new operating models** via a single CRM system

With digital-savvy customers, **digital transformation of fiber rollout has become a necessity** in the Connectedness industry

*CRM: Customer relationship management

Data silos and legacy systems are causing significant business problems for most DSPs

~90% organizations are challenged by data silos

>70% organization claim existing CRM systems are too dependent on legacy set-up, thereby impacting customer experience

Source: [2021 Connectivity benchmark report, MuleSoft](#)

🗨️ To overcome these challenges **DSPs, need to shift from legacy systems to a single CRM system** to support the new ways of working and accommodate all new operating models.



Major challenges DSPs face while delivering the fibre network



Shadow IT systems

Multiple shadow IT systems which require constant manual interventions and are not flexible to accommodate changing customer needs



Long release cycles & complex dependencies

The launch of new products and features is affected due to longer time-to-market



Data inconsistency

Multiple systems managing inaccurate data and inability to interact with each other



Changing operating models

The way customers interact/engage is constantly evolving



Customer churn and overall bad customer experience

Longer cycle time, lack of visibility, & missed Due Dates lead to poor CX



High Opex Cost

Due to inefficient systems, unable to accommodate changing operating models and other limitations



Loss of revenue due to lost opportunities

Business Impact



Implementing key transformation enablers to accelerate delivery of fiber network, resulting in superior customer experience



Salesforce provides a unified CRM platform to enable service providers to accelerate fiber network delivery. But to reap the maximum benefits, service providers must focus on the right set of transformation enablers.

CRM for sales journey

Sales Cloud

Allows sales team to manage the sales cycle, prioritize tasks, manage customer relationships, and access actionable data

Benefit: Lowers up-front costs, quick deployment, easy upgrades, and scalable

Tools: Contact management, Salesforce automation, Sales forecasting, productivity, etc.

CRM for marketing journey

Marketing Cloud

Allows DSPs' marketing teams to focus on hyper-personalization, by uniting customer data with customer behaviors in real-time to create intelligent interactions that anticipate customer needs.

Benefit: Create personalized customer interaction

Tools: Journey Builder, Audience Builder, Email Studio, Mobile Studio, Social Studio, etc.

CRM for service journey

Service Cloud

Allows customer care agents to have a unified view of customer interaction. Also, empowers support teams with prebuilt performance dashboards and apps with AI-powered insights.

Benefit: Provide customers an end-to-end digital experience.

Tools: Case management, Knowledge base, Service process and automation

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KEY TRANSFORMATION ENABLERS



Sales Cloud

Achieve zero touch E2E journey, through seamless integration with backend systems and enabling service providers to increase the operational efficiency

Auto qualify the journey based on the customer needs, generate quotes and send the details to billing system. Bring invoices to Salesforce and send back to customers



Marketing Cloud

Build system intelligence to automate proactive identification of critical cases and keep the customer informed at every touch-point

Auto identify and service the critical cases which require immediate attention. And leverage Salesforce Marketing Cloud capabilities to proactively inform customers, about the progress, at every touch-point of the service delivery



Service Cloud

Automate service prioritization and allocate work to the right team using Salesforce's Omnichannel routing capability, to improve operational efficiency

Use Omnichannel capability to automate service prioritization and enable different teams to connect seamlessly with support staff using multiple channels

These transformation enablers, combined with best practices, **can accelerate fiber network delivery by 40-50%**

Achieve a zero-touch E2E journey through seamless integration with backend systems and increase operational efficiency

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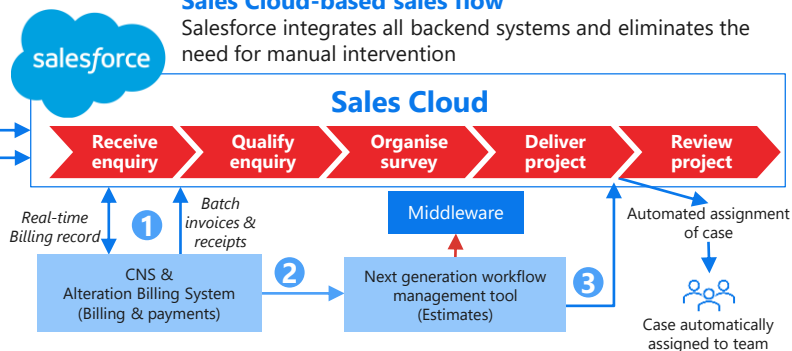
Legacy sales cycle

Siloed systems lead to constant toggling between disparate applications
There is no real-time integration between different systems. Customer care agent must manually execute the steps in each system.



Sales Cloud-based sales flow

Salesforce integrates all backend systems and eliminates the need for manual intervention



Challenges

The fibre delivery journeys are complex and require multiple teams and systems to manage the overall operation

Recommendations

- Define each step of the journey from the first interaction to customer engagement to service delivery. Use **Salesforce Lightning Flows** to map the entire journey and automate repetitive tasks
- Automate sending/receiving information to third party systems using **Salesforce Open APIs** to avoid manual interventions
- Leverage **Salesforce Case Management** to create tasks and actions for the team members to ensure timely delivery of the work
- **Use Salesforce Lead Management and Campaign Management modules** to acquire new customers with new offerings/promotions
- Perform data migration from legacy systems to Salesforce by using an inbuilt adaptor '**Data Loader**'. It migrates data using excel files into Salesforce without any custom logic or customization
- Integrate with build workflow and provide updates to customers using the **configured and dynamic Salesforce Email templates** powered by **OOTB Email Services** to avoid manual intervention and to provide consistent messages

Benefits

- **40-50% increase** in the speed of rollout and operations of fiber services
- **30% reduction** in the overall number of legacy systems required to carry out the business, leading to lower operational costs
- Increased developer conversions with managed relationships
- Customer experience improvement through an integrated workflow

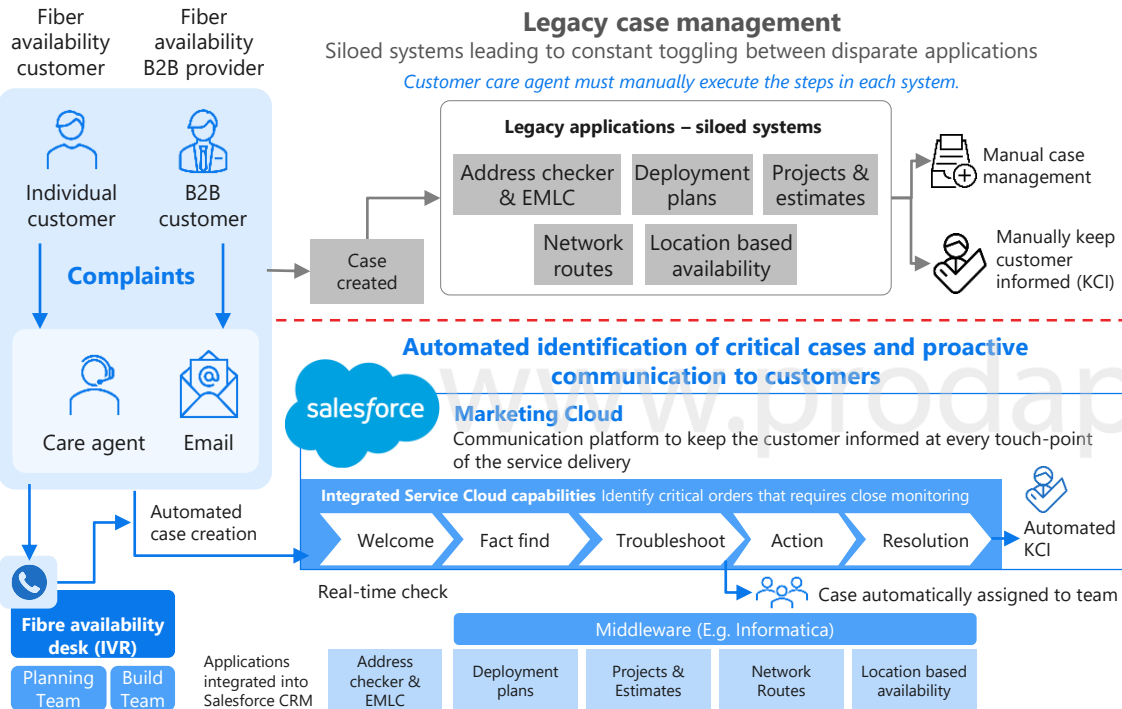
Salesforce CRM offers a single system to manage the E2E journey. As Salesforce CRM fully integrates with the backend systems, it allows users to drive the business effectively and deliver customer value.

Build system intelligence to automate proactive identification of critical cases and keep the customer informed about its progress at every touch-point

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Customer service management: Any customer complaint or query is routed to Salesforce, where the teams pick them up, troubleshoot and resolve them, and, in the journey, keep the customer fully engaged.

Challenges

In a legacy system, complaints raised via different channels are processed in disparate systems, leading to process inefficiency and poor customer experience. To resolve each issue, the agents must work across multiple systems causing high TAT and a high backlog of work

Recommendations

- Analyze the number of systems the team needs to address a customer complaint. Use **Salesforce Open APIs and Web services** to connect them. Provide 1 system with all the required inputs
- Use **Marketing Cloud Journey Builder** to define the KCIs. Keep your customers informed at every stage of the way
- Use **Marketing Cloud Email Studio** to generate dynamic templates with branding and customization
- Leverage Marketing Cloud Mobile Studio** to send customized SMS to customers and target audience
- Improve customer experience** by generating 1:1 personalized emails on Marketing Cloud
- Use the out of the box **Pre-built themes and templates** provided with Marketing cloud for quick setup
- Use **Salesforce Forms as a link on the websites** to get the customer complaints directly in the CRM
- Use **intelligent work monitoring** to automatically identify the orders with critical issues and flag them to the team for action
- Use **Salesforce workflows, process builders and flows to define business logics** and setup an automated process to identify the business area and the team for assigning the task
- Use **Salesforce Entitlement and Milestone modules** to setup the SLA tracking function and ensure desired level of customer service

Benefits

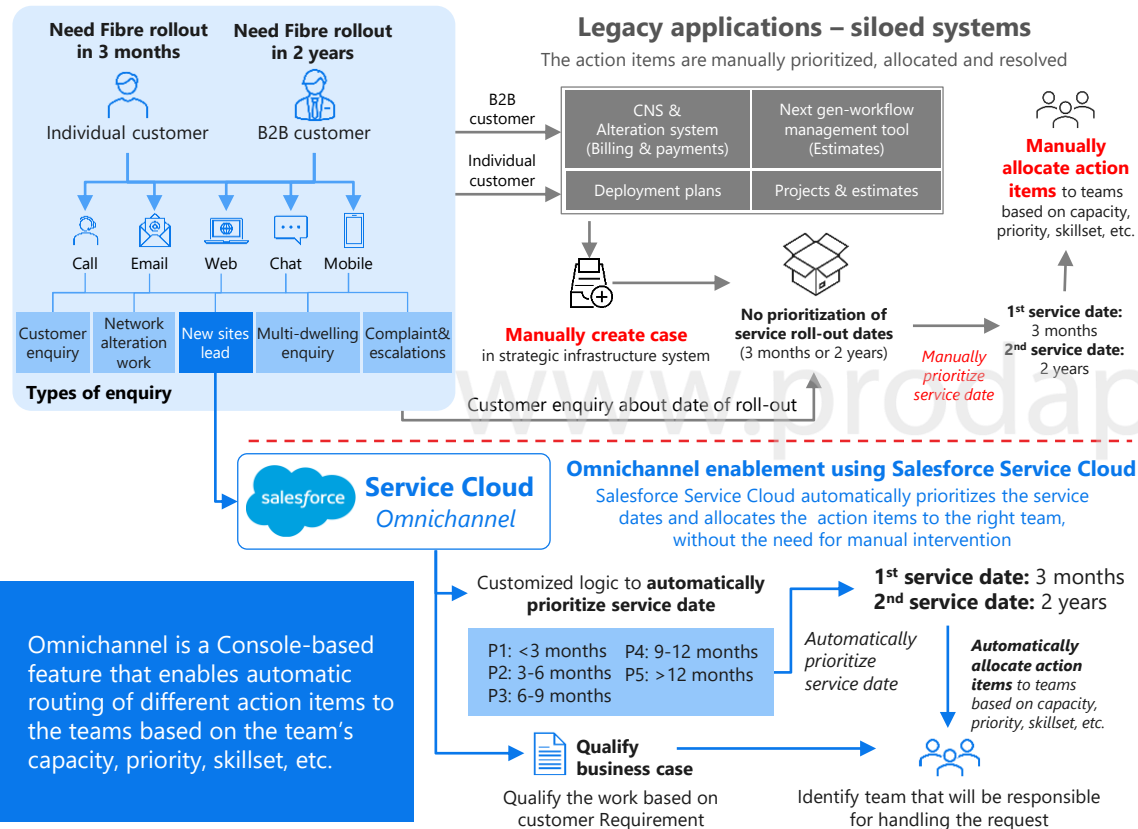
- ~240K reduction in customer calls per year after implementation
- Customer experience improvement through automated KCIs via Marketing Cloud

Automate service prioritization and allocate tasks to the right team using Salesforce's Omnichannel routing capability, to improve operational efficiency

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Challenges

When a customer raises order there is:

- Need for manual prioritization of service delivery dates
- Need for manual allocation of action items/task to the right team

These challenges leads to delays in the overall delivery, high work backlog and poor customer satisfaction

Recommendations

- Identify the different channels via which customer communications can happen. Use **Salesforce Email to Case, Web to Case, and CTI Plugin** to configure these channels
- Identify all the possible touchpoints in the journey requiring specific agent support. Leverage **Salesforce Skill based work assignment** to allocate work to the right agent who has the skillset to effectively complete the job
- Configure your teams as **Salesforce Queues** to allocate the work effectively
- Using **Salesforce Omnichannel configuration** to define the effective workload an agent should receive at any point in time
- Leverage **Omni Supervisor** feature to monitor the overall work backlog, current work capacity, and **assign agents** into different areas in **real time** to better manage the overall operations
- Define the business logics to prioritize the most important work **Salesforce Omnichannel Secondary Priority routing** can help identify the critical work and expedite them first
- Use AI and chat bots** to handle routine issues, as customers expect 24/7 prompt services

Benefits

- 25-35 % increase in revenue** due to lower operational cost and faster TAT
- Omnichannel is time and cost-effective than allocating all agents to traditional phone channels
- Provides advanced data visibility and dynamic omnichannel experiences with Salesforce Customer Telephony Integration

Omnichannel is a Console-based feature that enables automatic routing of different action items to the teams based on the team's capacity, priority, skillset, etc.

Benefits achieved by a leading Fibre provider in UK after transforming its network delivery using Salesforce CRM



Next gen Customer experience with **Salesforce CRM Capabilities**



240K+ reduction in customer calls/complaints per year

Using modernized case management and omnichannel capabilities



30% reduction in the number of legacy systems, reducing OpEx

Salesforce replacing legacy systems with its capabilities



40-50% faster fiber network delivery

Using Salesforce's integration capabilities leading to fully automated E2E journeys etc.

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THANK YOU!

