

# ENHANCED CUSTOMER EXPERIENCE *suite*



A comprehensive application suite for Telecommunication Companies and Communication Service Providers to :

- Manage end to end business processes including billing, incident management, customer service and service delivery
- Manage large amount of customer data to gain insight
- INCREASE CUSTOMER LOYALTY

BUSINESS PROCESS MANAGEMENT

DATA INSIGHT MANAGEMENT

ENHANCED CUSTOMER MANAGEMENT



## ENHANCE CUSTOMER EXPERIENCE, WHY?

Most markets today across the globe are either saturated or have moved from the 'pull' to the 'push' mode whereby the CSP's need to reach out to the customers. Enhancing customer experience being the key for both growth and retention.

## ENHANCE CUSTOMER EXPERIENCE, THE KEY AREAS?

The experience at every node be it customer service, products & services, incident management, charging, billing and service delivery is equally important and an opportunity for CSPs to keep their customers happy by delivering a quality customer experience .

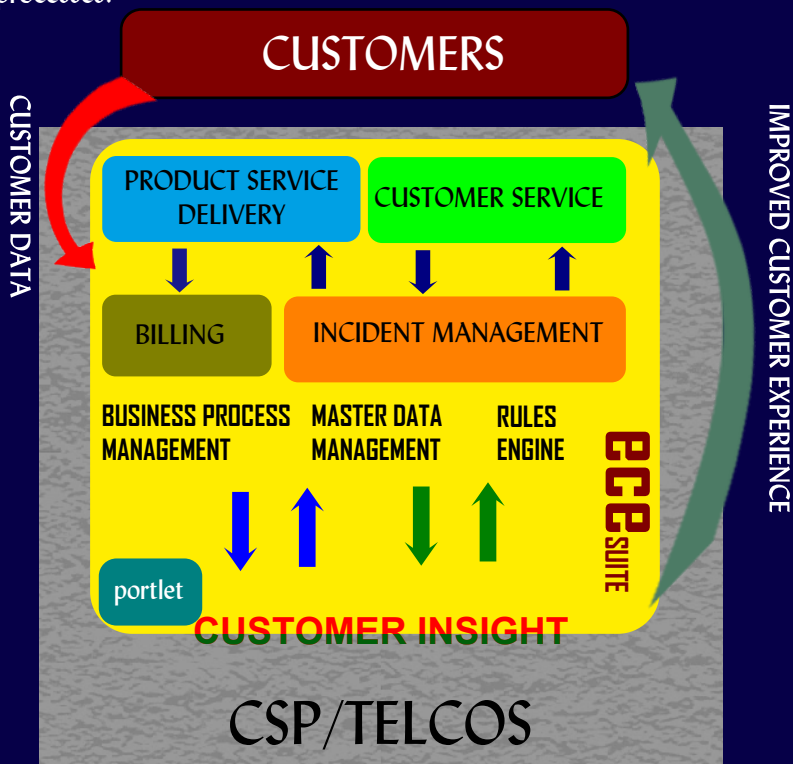
CSPs need a flexibility to rapidly adapt to dynamically changing business environment and delight their customers ahead of competition.

## SOLUTION: ENHANCED CUSTOMER EXPERIENCE (ECE) SUITE,

Built on TREE's Telco 'rapid development platform' that enables the CSPs to manage the Core and Non Core telecom processes related to Customer Experience.

The platform is built on open source technologies and has an integrated workflow, BPM and Rules Engine among other components along with Master Data Management Capability.

All these components put together make the platform a powerful tool enabling CSPs to make quick changes to existing business processes and workflows and furthermore, support rapid development of new business processes.



## KEY BENEFITS OF ECE<sub>suite</sub>

- ✓ Designed for Telecom companies and Communication Service Providers (CSP)
- ✓ Data structures and data model are defined in reference to TM Forum's SID Framework
- ✓ Allows for faster deployment in terms of adding/modifying business processes
- ✓ Portlet approach enables quick changes in terms of addition, deletion or modification of specific information, without disturbing the overall flow of the screen
- ✓ The out of box tools as part of portal framework helps in rapidly personalizing user experience as per specific needs
- ✓ Standard telecom entities which can be reused to serve diverse range of functionalities
- ✓ Standard widgets which can be modified and reused to serve different purposes
- ✓ Integrated search engine facilitates multi-parameter enabled search. Also supports search within portlets leading to quick access to required information

