

CRM

Challenges

- A CRM solution that could give an in-depth look at their customers' experience was needed
- The service had to be highly customizable and easily implemented

Solution Benefits

- More accurate view of their customer base enables the company to proactively meet their needs
- Integration with other platforms drives efficiency organization-wide
- Easily customizable and simple to use
- Higher revenue through streamlined processes and better access to more detailed customer information, including new sales leads

CUSTOMER SCENARIO – OnDemand CRM

Optimizing the Customer Service Experience with OnDemand CRM

Customization versus out-of-the-box vertical functionality? For the customer, a U.K.-based insurance company, the decision was a simple one – they needed an application that could be specifically customized to meet the needs of the direct insurance business model. They turned to a system integrator and implemented an OnDemand CRM solution to meet their industry-specific needs.

The OnDemand CRM Competitive Advantage

Prior to deploying the OnDemand solution, the customer was using a commercial insurance broker solution to track customer interactions and store data. Fully aware of the integral role customer satisfaction plays in the highly competitive insurance industry, the company knew they needed a CRM solution that could track customer interactions across multiple channels and provide them with an accurate picture of their customer base.

After evaluating a number of CRM vendors, the customer selected an OnDemand CRM solution in the summer of 2007, which would be easily customizable to meet their specific business needs.

Buy-in from end users was relatively easy. They were trained on the basic functionality early in the process, with a follow-up usability workshop which highlighted specific problems and showed where improvements and customizations could be made.

The solution is being leveraged to conduct outbound campaigns, helping the company take their customer service capabilities to the next level.

Application Integration

The OnDemand CRM solution had over a dozen major customizations and integrations made to it by trained consultants and developers, including enhanced security to support requirements and generally accepted best practices in the financial sector. There was also support for credit card payments, third-party campaign execution with response tracking, enhanced reporting with Jasper Reports, custom workflows, integration with Ajax technologies with the core user interface modules, and development of an extensive framework around the solution.

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Uniting E-Commerce and Service

The system integrator's customizations enhanced and added a significant amount of functionality to the application, improving the end-user experience. The solution was first integrated into the company's web site via Jitterbit, an open source integration solution. An extensive web service API was developed to integrate with the solution's existing SOAP services. Leveraging the OnDemand solution's framework and the system integrator's vertical solution enabled the customer to receive continuous updates from the web site on activities, including registrations, quote requests, policy sales, and marketing responses and effectiveness.

The customer was also able to link their e-commerce site with the call center, enabling call center customer service representatives to access the web quotation history, and the customer to sync client activities on the web with quote and policy data generated by the call centers.

Finally, the solution is also being leveraged to conduct outbound campaigns where lists of leads are imported and then allocated on a rotating basis to associates who are making the calls, helping the company take their customer service capabilities to the next level.

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About Tata Communications OnDemand CRM Solution

Succeeding in a competitive environment requires discovering and maximizing the value of your revenue opportunities. Tata Communications' On-Demand CRM provides an open solution to improve the responsiveness of your sales, marketing and customer support teams. Our On-Demand CRM is a full-featured, enterprise-class suite of services, accessible from your desktop, web browser or mobile device.

About Tata Communications

Tata Communications, a member of the \$62.5 billion Tata Group, is a leading global provider of a new world of communications. The emerging markets communications leader leverages advanced solutions capabilities and domain expertise across its global and Pan-India network to deliver managed solutions to multinational and Indian enterprises, service providers, and Indian consumers.

Tata Communications' range of services include transmission, IP, converged voice, mobility, managed network connectivity, hosting and storage, managed security, managed collaboration, and business transformation for global enterprises and service providers, as well as Internet, retail broadband, and content services for Indian consumers.

For more information on Tata Communications' OnDemand CRM, visit www.tatacommunications.com