

ConceptWave Rapid CRM

MANAGING THE LIFECYCLE OF CUSTOMERS, FROM CONTACT TO SELF-CARE

ConceptWave Rapid CRM portfolio is geared to ignite your CRM experience, quickly monetize your product lines to market, drive customers to offers and enable CSPs to improve customer experience. Integrate and transform customer, product, and order delivery to enhance the way you interact with customers.

Communications service providers (CSPs) face constant challenges to keep up with converged services and the unceasing demand from next-gen customers, as CSPs create an optimal and lasting positive customer experience.

- ▶ 59% of customers who buy converged services will stop doing business after a single bad experience.
- ▶ Existing CRM technologies have often not improved the experience, sometimes making it worse.
- ▶ 67% of front-line employees and CSRs don't have effective tools and access to resolve problems.

ConceptWave can help. ConceptWave's Rapid CRM portfolio enables you to work effectively across your organization processes and technology to build brand loyalty, increase profitability and reduce operations cost – all with one unifying goal in mind: rapid engagement-to-revenue through superior customer order handling and performance.

- ▶ Fulfill customer experience needs and position the CSP for advanced services deployment.
- ▶ Gain a 360° view of products, orders, services and critical customer
- ▶ Information enabling you to recommend intelligent product business decisions on the fly
- ▶ Empower sales and customer service teams with real-time data to make immediate, factual decisions and create product roll-outs in record time

Empowering Complete Customer Experience

Proven, high performance customer, order, and product lifecycle solutions

“While CSPs can't rip and replace older systems, it is now possible to leverage existing investments with more intelligent software that can tap into generations of existing code to create context aware business process that can respond accordingly as conditions change.”

Sheryl Kingstone, Yankee Group

A High Quality Customer Relationship starts with a Well-Managed Order

ConceptWave Rapid CRM fulfills the 'white-space' that is inadequately served by incumbent CRM and billing suppliers by allowing Communication Service Providers (CSPs) to transform their technology software to be more intelligent and agile, adapting to the context of business conditions. The need to bridge customer experience, product management, and order fulfillment is essential.

CRM systems must be able to orchestrate and shift based on changing parameters of the customer lifecycle. Older systems rely heavily on predetermined sets of input and outcomes that cannot respond to changing conditions and react accordingly. As a result, these systems become stagnant due to painful time-consuming recoding projects that are expensive and miss the mark on ROI.

ConceptWave delivers intelligent, modular, software solutions to CSPs enabling them to transform their software systems to handle the ubiquitous nature and plethora of services that are now available and rapidly growing.

Rapid CRM is based on open telecom and web standards; uses a modular architecture that is realtime; event-driven; context- and location-aware. Rapid CRM customers can fulfill their vision of end-to-end business processes that are able to adapt to user and customer preferences, demands and behaviours in order to provide a superior customer experience.

Customer Self-care - A fully web-based self-management system designed for any-time any-where access. Provides subscribers the ability to manage their accounts, services, orders, and to browse and purchase new products and offers. Self-Care is customizable and brandable to the CSP marketing requirements.

Customer Information Management - Provides the CSP a flexible 360 degree view of customer information, enabling both federation and mastering of customer data. Customer Information Management (CIM) unifies address, party, contact medium and account information.

Service Registry - Dynamic customer subscription management utilizing industry standards to provide create, retrieve, update and delete subscription actions. Complete functionality including subscriber registry versioning with historical queries and analysis.

Unified Workstation - An advanced single-view agent desktop with capability for CSR's to rapidly work with product, order, billing, workforce, and customer service information. With Unified Workstation, an organization will reduce customer handling time, which increasing customer satisfaction.



Customer Self-Care

Business Challenge: CSPs agree that today's customers are more demanding than ever. They expect real-time information at their finger-tips, accessible anytime and anywhere.

Benefits:

- ▶ Powerful application Dashboard guides self-care choices based on service profile.
- ▶ Easy-to-use, fast UI, skinned with the CSP's branding, offer, logos and more.
- ▶ Manage customer accounts, browse products and services; set up custom commerce transactions - view, inquire, pay and more.



Customer Information Management

Business Challenge: CSPs lack complete, relevant informative profiles of the Customer. Product information stored in different repositories is frequently out of sync – causing CSR frustration and a marginal service experience.

Benefits:

- ▶ Eliminate customer frustration by immediately associating intelligent customer information in a single centralized interface.
- ▶ Real-time view 'connects' to services, work orders, and contact events. Allows easy query and population by 3rd party systems.
- ▶ Powerful gateway interface to launch tasks, processes, look-ups, real-time changes, and validations.



Service Registry

Business Challenge: Service deployments are far more varied and unique than what your existing systems can handle. Converged product-offer deployments are slower than what customers demand.

Benefits:

- ▶ An out-of-box, customizable service inventory that accelerates product deployment.
- ▶ Subscriber focused information that provides key registration components across finger-tip navigation.
- ▶ Built on ConceptWave's proven industry experience across global CSP best-practices.



Unified Workstation

Business Challenge: Multiple systems and channels managed by different and disparate systems across multiple screens. Slow delivery, poor customer impressions, lead to brand deterioration and revenue loss.

Benefits:

- ▶ A unified real-time view, allowing immediate business decisions and recommendations, removing guess work and increasing customer fulfillment.
- ▶ Real-time intelligence can reduce average handle time by 300%.
- ▶ Easy to use interface reduces CSR training time from months to days.

ConceptWave Rapid CRM Portfolio

"ConceptWave products help drive the business process among CSP services, networks, markets and channels. Rapid CRM portfolio fulfills the 'white-space' that is inadequately serviced by incumbent CRM and billing suppliers."



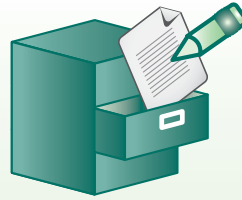
CUSTOMER SELF-CARE

- Storefront, Service changes, Account Management
- For CSP customers who prefer to add/change/modify their services, any time, any where
- Browsing offers, inquiring on product specs
- Obtaining & retrieving quotes, placing orders
- Viewing order, account and service information
- Changing orders, managing service configuration, account payments



CUSTOMER INFORMATION MANAGEMENT

- Managing customer, address, party and account information
- Based on Industry TMF SID Data Model
- Integrated CSRs and other user groups that need customer information
- Low-level use cases which can be packaged individually to meet the Service Provider's needs
- Fully configurable
- Extendable through metadata.



SERVICE REGISTRY

- Customer Product & Service inventory
- No changes are required to model new product lines
- Provides support to quotation and ordering solutions for MACD activity
- Full CRUD (Create, Retrieve, Update and Delete*) operations
- Full SID based interface
- Provides versioning to enable full historical queries and analysis



UNIFIED WORKSTATION

- CSR view for customer orders and customer support
- Flexible User Interface
- Modular plug-in Architecture
- Workstation: Authentication, Call Handling, Desktop, Messaging, User Profiles, Searches and Dashboard
- Customer: Customer 360° view, Account, Billing, Adjustments, Payment

ConceptWave Software Inc. is a leader in the telecommunication market with products for the CRM and B/OSS segments. ConceptWave's unique offer is to provide an end-to-end catalog-driven suite of order fulfillment automation software with ConceptWave Order Care® and Rapid CRM. Employing the Company's long standing vision of providing turnkey lifecycle solutions for CSP's, ConceptWave today is a market leader in delivering applications that span and manage the Customer, Product, and Order lifecycles. Founded in 2000, ConceptWave is headquartered in Toronto with offices in the Americas, Europe and Asia.



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