

The background of the entire slide is a photograph of the Aurora Borealis (Northern Lights) in shades of green and blue, set against a dark, starry night sky. In the foreground, the dark, silhouetted outlines of a rocky coastline and a body of water are visible. A small, lone figure of a person stands on a rock in the middle ground, looking out towards the horizon where the lights appear to emanate from.

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DIGITAL-NATIVE CRM

Solution Overview

**Superior Customer Experience and
Business Efficiency for the Digital Era**

Qvantel Digital-Native CRM

Superior Customer Experience & Business Efficiency for the Digital Era

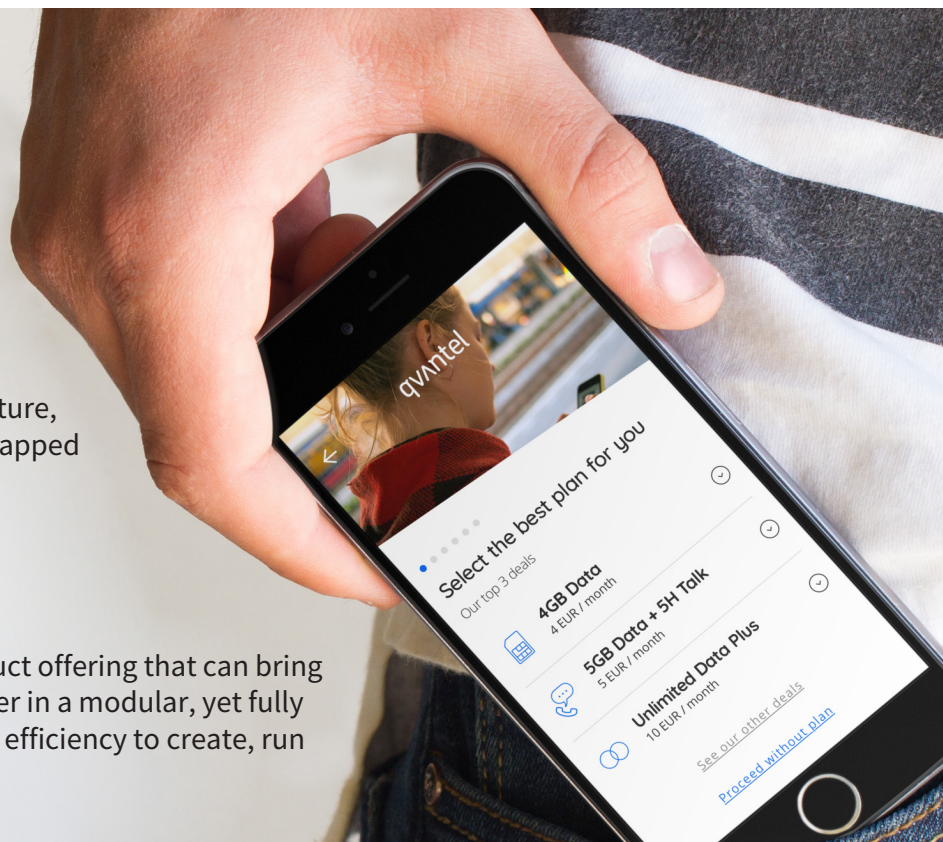
Operators in today's market must transform to maintain relevance for digital-oriented customers and to continue improve efficiency in operations. Digital transformation role models are the internet-era firms, characterized by their agility of operation, modern ways of selling and serving digital services to customers online.

They also have the ability to build value to their shareholders via building their business on outstandingly efficient, scalable, and agile digital business platforms instead of labor-intensive manual processes. One key fundamental mission for business is to build value for shareholders, as the valuation of modern, digital technology companies can reach very different levels to those of traditional companies.

To accommodate the transformation journeys of traditional Telcos to become highly scalable, efficient and agile digital service providers or Digital-Natives for that matter, you need a digital business solution platform that is designed to digitalize every process within the business operations.

This includes the platform design architecture, the way in which customer journeys are mapped out, how the platform can accommodate further digital innovation, and essentially how the business applies it to reach new levels of efficiency and agility.

Qvantel offers a **Digital-Native CRM** product offering that can bring all these demands and capabilities together in a modular, yet fully integrated way that provides unparalleled efficiency to create, run and evolve modern digital business.



In this transition to a new, radically more digitalized way of running business operations, one must think about customer experience and interaction management in a different way. Traditional Operators have designed their business models to enable end-customers to interact with their staff, and a software platform's role had been to support this interaction. In the new era of technology, it's essential that customers are able to primarily interact with and respond to digital experience delivered and managed by the new generation of Digital-Native CRM platforms.

Some manual processes can still be available to use, but the business processes operational design should not be based on this. Instead, business operations should be designed on with automation in mind along with software-driven intelligence that delivers inspiring customer experience and takes the business efficiency to the next level.

Elements of Digital-Native CRM to Power a New Level of Business Agility and Efficiency

Flexibility for a Multitude of Business Lines Sets the Bar High for Digital-Native CRM

Selling platforms with multi-play offerings is a complex activity especially one that combines mobile, fixed broadband and cloud services. Not to mention selling them to B2B customers and not only to B2C consumers. This product and business line versatility sets a new level of demand for digital business platforms - but is an aspect that a well-designed Digital-Native CRM can address well if the design is right.

Catalog and Revenue Management – Source for Speed & Flexibility for Monetization

Operators no longer need to waste time in new price plans or product offerings to the market. The new Digital-Native CRM solutions will provide easy-to-use product catalog user interfaces to introduce new product offerings more easily, as well as defining new commercial attributes ranging from pricing, to inclusion in various sales channels, commercial enrichments. This will empower the business teams running the processes to reach faster time-to-market for products.

Customer Journey Design – Drives for Simplicity Yet Accommodates the Complexity of Telco Business

The new digital business platforms will need to provide ready-made, simple to use customer journeys that enable both fast and effortless digital onboarding, and efficient self-care throughout the customer life-cycle. While UX design of the customer journeys is easy to craft on high level, the true excellence is to blend great design with the ability to support and manage the specifics of Telco business operations. Due to this, products and services have versatile bundle structures, business rules for add-on sales, and life-cycle behavior. Modern Digital-Native CRM that serves millions of customers with advanced product structures will need to be able to provide excellent out-of-the-box journeys, and well-planned framework for easy adaptation to tailor the journeys for different brand needs and demands.

Data-Driven Intelligence – Predicting & Serving the Customer's Next Needs

The Digital-Native CRM solutions will power digital self-service touchpoints with greater data driven intelligence. The analysis of rule sets, trend and algorithms will enable the platform to predict and anticipate the customers' next moves as well as needs, and will match best product propositions to the needs of the target customers. System operators will maintain control by monitoring the dashboards, trend analytics, and adjust the controls that run the automated CRM platform.

Open APIs for Unlimited Innovation Potential

While the right design of the business platform is key for process evolution and efficiency, it is important to anticipate the ever-increasing array of new digital touchpoint types that will need to be harnessed to serve the customer base. There will be a multitude of various local and global Social Media channels, digital assistant solutions and tailor-made digital kiosk solutions, that can be key to addressing the interaction preferences of local customer segments. Digital business platforms must provide a solid data model and API suite that can be used for harnessing of all these digital touchpoints. It's also important that capabilities enable deep “omni-engagement” – meaning that in addition to the omnichannel skipping between touchpoints, one can go deep enough to perform a variety of customer life-cycle tasks in each digital channel, from discovery to activation, as well as purchasing add-on services and getting digital care services.

Cloud-Native, Micro-Services Architecture – The Foundation for Business Agility

The technical implementation model of the platforms in which you run your business is of much greater importance than you might realize. With modular, microservice-based implementation, different parts of the business platform are containerized and managed in dynamic and separate way to each other; this enables the platform to function with enhanced flexibility. Together with the DevOps model, you can achieve new enhancements to the digital experience of customers and gather intelligence to provide inspiring insight or recommendations to the customers that can be continuously deployed at frequency and speed that outperforms the traditional “update a monolithic BSS system twice per year” model.

Digital-Native CRM at A Glance

The Digital-Native CRM provides a comprehensive business platform for telco's to step into digital era. Carefully crafted digital experience delights customers, while operational efficiency for the business is taken to the new level. Modern, digital architecture sets the foundation for using data for driving business - as well as accommodates future innovations to enable serving customers in digital channels that are not even known today.

DIGITAL ENGAGEMENT

- Mobile and self-service first
- Omnichannel experience
- Personal and family 360 views
- Personalized, intuitive experience across life-cycle

OPEN & INTELLIGENT

- Open API aligned with TM Forum
- Expandable to embrace new emerging digital channels
- Centralized, high-speed data-layer with real-time APIs
- Data driven personalization

MULTIPLE LINES OF BIZ

- Designed for multi-play: B2C, B2B and mobile & fixed line
- Support for multiple brands
- Central catalog driving rapid product introductions

CLOUD-NATIVE

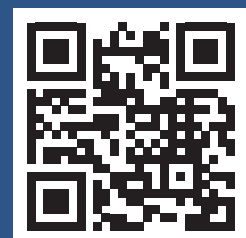
- Modular Architecture
- Microservices implementation
- Efficiency of containerization
- Cloud Options - Private, Hybrid, Public Cloud deployments

About Qvantel

Qvantel offers Telcos a comprehensive business platform to run a highly automated, personalized, self-care focused business required to compete in today's fiercely competitive marketplace. (Digital-Native CRM)

Our digital business is built from the ground up - starting with cloud-native architecture, carefully crafted digital customer journeys, use of real-time data to deliver personalized experiences expected by today's customers, as well as the unlimited innovation enabled by powerful open APIs. We believe the future is automated, intelligent, efficient and delivers simplified experiences that will inspire your customers.

Qvantel is a privately held company with over 1000 employees with offices in Finland, Colombia, Estonia, India, Italy, Spain, Sweden, and USA.



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For more information on Qvantel and its products and services please visit www.qvantel.com or email to marketing@qvantel.com