



Ambrosia Infotech

"Synergising Minds"

The Client

A leading international telecommunications company with customers spread across the world, providing integrated conventional and IP (Internet Protocol) voice and data services to business and residential customers, and services to telecoms carriers, mobile operators and providers of content, applications and internet services.

The client wanted to redefine its lead management process, which had become obsolete with the addition of new channels of business-customer interactions. This led to loss of leads, which translated to inhibited growth of business. As a result the client wanted a robust, scalable, and user-friendly lead-management system.

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The Client



Ambrosia - Overview

Overview

The client required a vendor who could solve their system design, centralization, and overall automation issues in developing this critical system. The client laid a great stress on defining processes for mining information from the previous leads. The client's requirement, therefore, was for an IT partner who could design, develop and ensure a quick roll out of the implementation, and also who could ensure quality by following defined methodologies and processes.

Ambrosia with its cost-effective delivery model, experience and a proven development methodology was chosen as the ideal partner.

Some broad functions required for the lead management system were:

- Centralized Lead Repository to capture and manage leads
- Ability of the system to be integrated with multiple lead generation channels
- Complete automation of the lead process
 - Leads can be automatically/manually allocated within a company or a reseller
 - Multiple intelligent allocation algorithms based on performance, load, priority, and location
 - Ability to define complete Lead Status Cycle
 - Automatic Task Generation against Lead Status Transition
 - Escalation of Leads to Lead Managers in case the tasks are not completed on time
- Define and Capture win/loss information
- Define and Capture Opportunity



Ambrosia – Challenges

Lead Management system involved all activities relating to automation of client's lead generation and management process. Handling such a complex process globally required a thorough understanding of the client's processes and change objectives.

The key issues faced by the client were:

- Missing Centralized Lead Repository for leads originating from multiple channels, leading to loss of leads, and hence potential business
- Not enough automation to ensure lead escalation, lead allocation/re-allocation and lead tracking
- Missing Business Intelligence

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Challenges



Ambrosia – Solution

Ambrosia used its expertise in Microsoft technologies and dot net platforms to deliver the solution in record time.

Ambrosia implemented a three-tier system with the following highlights:

- Centralized repository of Lead documents
- Import features ensuring complete migration of legacy data
- Extensive Reporting
- Extensive Search on document repository
- Complete automation of the lead process with various checks and escalation points
- Integration with other enterprise applications using standard web services.
- Event based Action model enables mapping multiple actions to the same event and selection of action based on the system state.
- User Tier definition
- Company Tier definition

Solution

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Ambrosia – Benefits

Some key benefits of the engagement for the client:

- Access to an experienced team of technology professionals
- Cost-effective solution
- Committed deliveries
- Weekly Project Status reports
- Proper risk evaluation and mitigation process
- High standards of delivery and quality

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Benefits



Ambrosia – Approach

The Ambrosia delivery model ensured a seamless transition of processes without any disruption to the existing operations – including a phased transition of operations.

Key features of our approach were:

- Worked closely with the client to ensure strong security and confidentiality across the processes
- Complemented through recruitment of highly skilled and qualified staff
- All target dates for the live processes were met on time or ahead of time
- Ensured seamless transition from legacy to live system with thorough hand-holding at go-live stage and proper documentation of the system
- Following defined Project Management methodology resulted in phase wise rollout of the system.

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