

## **Case Study: Enterprise Market—Significant Lifeline for Service Providers**

*Tap into the full revenue potential of the enterprise market via next-gen BSS*

### **Overview**

When CHR Solutions initially engaged with a leading managed voice and data solutions provider, the client was at a growth trajectory where their biggest challenge was keeping pace with the growth of the business. The key challenges the company faced revolved around time to market and operational efficiencies. In terms of time to market and operational efficiencies, they did not have the system in place to be able to create orders efficiently, tap into a product catalogue, manage accounts in a centralized manner or bill and invoice clients efficiently. This challenge was further aggravated when they started to evaluate the market and found that there weren't too many options available in terms of a fully integrated systems that allowed them to automate sales and account management that was complemented by an integrated product catalogue and a customer care system. Although the client organization was growing rapidly, they did not have a lot of capital to invest in multiple systems and integrating them for operational efficiencies.

This is when this client started to work with CHR Solutions to streamline their business operations lifecycle from quoting and pre-sales through ordering, implementation, billing and remittance. They required a single solution to provide integrated functionality and improve their cycle times. This would allow the customer to plan for growth, increase their scale and plan their operations. They also wanted to improve customer response time, which required online billing and a customizable CRM to improve efficiencies.

In addition, the client required enhanced reporting on pre-sales activity, implementation and billing. They had previously billed all of their services on another platform that provided limited functionality and capabilities in support of multiple service types and invoice options. It also did not allow the client to bill for usage (toll), which was a rapidly growing portion of their business. The previous platform was also limited in tax support and options.

### **Challenges and Solutions**

#### **Billing**

**The Challenge** – The client was billing all of their services out of Quickbooks. This provided very limited capabilities in what types of service they could bill for and the invoices they could provide to their customers. Also, they were unable to bill for usage (toll), which was a rapidly growing portion of their business.

**The Solution** – CHR Solutions implemented Omnia360 in their Software-as-a-Service (SaaS) environment. This enabled the company to bill for all of their Telecom specific products, saving them time on data entry and improved the customer experience from a billing and online portal standpoint. CHR also provided business process outsourcing (BPO) services, enabling the company to reduce operational costs, while allowing them to focus more on their core business.

#### **Sales**

**The Challenge** – In order to scale their business with the tremendous growth they were seeing, the company needed to add additional sales staff and implement Sales Force Automation tools. This would



allow the company to enable their sales team to be more efficient and provide the executive team visibility into the sales funnel.

The Solution – Omnia360, powered by Microsoft Dynamics CRM was selected as the company’s sales force automation tool to enable sales staff to track and manage their sales activity, automate many of the manual sales tasks as well as provide a central repository for all sales-related communications with customers.

### **Results**

CHR Solutions delivered Omnia360, powered by Microsoft Dynamics CRM as a fully customizable solution. Omnia360 serves as the core of the company’s business operations. It provides pre-sales functionality as a repository for lead tracking and lead generation. Furthermore, it was specifically customized for the company to house their important business tools including vendor lists, lit building database, NPA-NXX lookups, global DID availability and more. The system holds all of the company’s marketing, operations and administrative documentation as well as information about their customer and supplier contracts.

Omnia360 also provided a comprehensive and integrated billing platform –a full service Microsoft Dynamics based solution that integrates billing data along with quotes, carrier information and more, into a single source. Omnia360’s robust capabilities in tax were standout and key in the selection process. Microsoft Dynamics allows the company to integrate data across multiple platforms and gives them a comprehensive view into their business environment. CHR Solutions enabled this client to quickly customize the solution to fit their specific business needs.

Since implementing Omnia360, powered by Microsoft Dynamics CRM, the customer has had easy access to an integrated, on-net building list with more than 180,000 entries. They also has complete information on all carrier suppliers including contacts and product data, detail on all customer and supplier contracts and a number of other frequently used resources in an easy to navigate portal. CHR Solutions experienced staff worked with internal stakeholders to completely customize Omnia360 for all of their needs.

In working with CHR Solutions, the company has reduced processing cycle times; billing cycles that once took five days now take just two. CHR Solutions has also been able to bring disparate information concerning carriers and vendors together for quick and accurate reference.

### **CHR Solutions**

Website: [www.chrsolutions.com](http://www.chrsolutions.com)

Number of Employees: 500+

Headquarters: Houston, TX

Regional Offices: USA and India

Customers: North America, Island Nations and Middle East

### **About CHR Solutions**

CHR Solutions is the leading single-source provider of business process outsourcing, engineering, software, Cloud and managed IT services to communications service providers around the world. Our team of industry experts helps clients grow revenue, improve operations, manage risk and align technology. CHR serves more than 900 clients, and employs more than 500 team members with twelve offices and two network operating centers in six states and two countries.