



SIEMENS

Customer Relationship Management

Boost your CRM efficiency with tailor-made CRM solutions

Siemens Convergence Creators

The days of regulated markets are long gone. To succeed in today's more competitive marketplace, companies must focus on customers. This means bringing new services to market much faster.

Switching to a customer-driven model brings about major challenges for CRM, but it is also an excellent opportunity for companies to improve customer experience, reduce churn and attract new customers.

Siemens CVC CRM Services can help you make the most of this opportunity by providing advanced solutions that lower operational costs, reduce infrastructure complexity and provide access - anytime and anywhere.

As there is a decline of traditional service revenue and the need for competitive differentiation is increasing, companies must create, package and deliver new services quickly. But providing advanced offerings, such as bundled services, is not an easy task. Many legacy CRM solutions are billing-centric rather than customer-centric. Processes often are isolated instead of integrated, with customer data dispersed across different systems.

This decentralization increases both operating expenditures (OPEX) and service implementation costs. Consolidating or replacing such legacy systems helps companies save money, fine-tune customer touchpoints, optimize interactions, and open up new sales channels.

Reduce complexity and increase savings with Siemens CVC CRM services

- CRM outtasking reduces operational costs by up to 40%*
- Proven transition approach ensures successful handover results
- Additional savings through simplified vendor handling and scaling costs
- New revenue opportunities through up-selling and cross-selling
- One system for all customer communication channels

* Results achieved in international projects

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The solution

Drawing on more than 15 years of CRM experience and the expertise of our integration specialists, Siemens CVC provides comprehensive CRM services encompassing consulting, implementation and rollout.

Our offerings are tailored to meet the requirements of communication service providers, utilities and infrastructure operators.

Siemens CVC is a certified Oracle platinum partner and we use certified Amdocs consultants to deliver our services.

Ready to start: CRM turnkey solutions

Following an analysis of your CRM requirements, our consultants will develop an end-to-end solution that is tailor-made to your needs. Our turnkey offering is best suited for the design and implementation of full-scale CRM solutions.

Optimize operational costs: CRM outtasking

If you already have a viable CRM solution but want to improve its daily performance, outtasking is your best option.

Our expert staff will support the transition/handover project on site. In the standard operation phase we recommend that our experts perform requirement capturing and solution design on site, while the build phase (development and test) will be handled at our premises.

Thanks to our experience with nearshoring, this split between on-site support and remote build can save you up to 40% of development costs.

Just in time: cloud-based CRM

Cloud-based software and services are rapidly gaining traction across many industries. Siemens CVC is on the forefront of cloud-based CRM, having completed one of the world's largest SaaS CRM deployments.

Our experience allows you to leverage benefits such as:

- Lower upfront investments
- Faster implementation
- Predictive cash flow
- Scalability
- Access anywhere

CRM services that boost your business

Our services allow you to develop customer-oriented product bundles, integrate social media advertisements, and implement multi-channel customer communication.

By collaborating with industry-leading partners, we help your company:

- reduce operational costs by nearshoring development and testing
- improve customer satisfaction through faster response times
- optimize customer experience by using integrated touchpoints

Siemens CVC has the process, platform partners and integration competence to create or transform your CRM solution for unique customer relations.

Siemens CRM Options

CRM Outtasking

- Keep Alive (Bugfixing):
 - Level x Support
- Enhancements
- Change Request Handling

Training and Rollout

- Training
 - Level x Support
 - Execution
- Rollout
 - Governance (Technical, Project Related)
 - Technical Consulting

Consulting

- Architecture Consulting
- Solution Consulting
- Business Processes
- Product Model

Implementation of Integration

- Business Analysis
- Solution Design
- Customizing
- Configuration
- Implementation of Extensions
- Quality Assurance
- Configuration Management

Siemens Convergence Creators

– the global communication technology partner for the digital age. We combine groundbreaking innovation and decades of experience to provide intelligent solutions to a variety of industries, bridging the gap between technology, processes, and services. By seizing new opportunities from converging communication and designing solutions, we improve efficiency and grow revenue for our customers. We engineer opportunities that turn visions into reality.

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