

## **A major Service provider Improves Experience for its Call Center Agents and Sales Force through CRM application Siebel.**

### **The Client**

The client is the technology house leading the invention, development and manufacture of the industry's most advanced information technologies, including computer systems, software, storage systems and microelectronics.

### **The Challenge**

The client decided to present a unique picture of its products, customers, selling methodology to call center agents, partners and sales force throughout the world. CRM application software Siebel is chosen to implement this solution. The challenges included:

- Automating Opportunity life cycle. This includes assigning leads to business partners, sending reminders, escalation, revoking, re-assigning, and maintaining scorecard until the opportunity is closed.
- Multilingual capability by maintaining common repository worldwide. The application is implemented in North America, Europe and Asia Pacific. The languages include, English, Chinese, Japanese and 16 European languages.
- Migrating Account and Contact data from various legacy AS/400 and Mainframe systems to CRM. The data need to be migrated from non-English code page to UNICODE database.
- Proper routing and assignment of Service Requests to appropriate queues so that they can be handled efficiently.
- Need to maintain the application up and running after Siebel software upgrades.

### **The Solution**

To win over these challenges, Tasma's Siebel implementation team applied the best CRM knowledge and practices. The opportunity life cycle is designed to be maintained by series of Siebel workflow processes and policies which takes the lead right from creation, assigning to BPs or employees until it's closed. The multilingual capability by maintaining single repository is achieved by deploying the language specific if in regional implementations. A combination of Siebel EIM, shell scripts, staging tables, code page conversion were used to load Account and contact data from AS/400 and Mainframe systems. Over 200 Assignment Rules were used to route the service requests to proper queues. Some of earlier customizations were not recognized and automatically upgraded by Siebel upgrade. Tasma team fixed and kept the business functionality intact by thorough testing and making the necessary changes to upgraded application.

### **The Technology**

- Siebel 7.5, Siebel 7.0, Siebel 2000.
- AIX, HTTP server, WebSphere Application Server, DB2 database, MQ series