



## Case Study – CRM Selection

### Outsource Customer Service and Billing Solution Provider

The client is a large outsourcer of customer service and billing solutions with business in the following areas:

- Utility Industry Outsourcing of Billing and Front Office services
- Satellite Television Industry Outsourcing of Billing and Customer Service

#### Business Issue

The client recognized the need to be best of breed in Customer Service Delivery as it extended its services to non-traditional industries. In addition, the positioning of its Customer Service Delivery shifted from improving service to extending services that could generate additional revenues.

#### Solution

The company sought assistance in defining their current and future business requirements, a review of current marketplace providers, the definition of prioritized features and an evaluation of vendor performance on selected features. In addition, the team evaluated the company's business strategy, industry trends and the impact of both on the selection criteria.

#### Client Value Delivered

The team delivered the following results to the client:

- Interviewed operational personnel and determined prioritized requirements listing
- Review of market providers for overall fit analysis
- Developed script for short listed set of vendors
- Delivered a detailed strategy articulation that linked strategy to CRM selection requirements
- Provided ranked listing of vendors for client to finalize selection
- Provided negotiation support for features and pricing for selected vendor finalists
- Provided Implementation Plan

#### Other Selected Clients

Additional clients for whom we have performed comparable engagements include:

- Large International Professional Services Firm