indra

CRM SYSTEM FOR VIVO BRAZIL

IMPLEMENTATION OF A CORPORATE SALES MANAGEMENT SYSTEM TO SERVE THE LANDLINE AND CELLPHONE SEGMENTS

vivo

Context

Improved operational efficiency and client management

Vivo is the largest mobile telephony service operator in Brazil and South America with over 60 million users. Vivo was acquired by Telefónica in July 2010 and has a 30% market share in Brazil, providing services in more than 3,000 cities throughout the country.

Indra has been the main provider of technological solutions for Vivo since the year 2000, developing and maintaining the operator's core systems, from network inventory to the SAP platform.

This project involves the implementation of a CRM system for management of sales cycles to large companies with the aim of improving the company's efficiency and capabilities, as well as client perception of the quality of the service offered.

One of the largest Siebel implementations in the world

The initial project started with the implementation of a CRM system, and the scope was later expanded to handle sales of cellphone and landline products.

The project focused on the implementation of a sales process support solution for Vivo Business (the sales area for large accounts and SMEs), from the first contact with clients to making the sale and subsequent receipt.

While executing the project it was necessary to coordinate the work with every company area involved in the process: customer service, sales team, logistics, credit, back office and processing.

The implementation of the solution comprised the design, development and installation of a CRM system based on Oracle Siebel Communications 8.1, which provides process support, data flow and integration with Vivo systems.

The core of the application includes the following features:

- Customer management, portfolio allocation, accounts and contacts.
- Configuration and administration of the product and service catalog.
- Order management (order input, activity control, management of approval escalations, contract generation, monitoring of line activation and services)
- Management of business opportunities and proposals.
- Business intelligence reports based on activities and business.

Focus on business and commercial activity

The implementation strategy was geared to centralizing, optimizing and adapting the systems to the business needs of Vivo, within a multi-channel, multi-company, single brand paradigm.

This project has developed the competitive capabilities of Vivo in a complex environment of expansion, to improve the profitability of the operation and thus build loyalty among the most profitable clients.

From an operational point of view, it has helped Vivo to drastically reduce the number of tasks it had hitherto performed manually, reducing errors and allowing the organization to focus on the business and commercial activity. Additionally, it provides activity control, planning and monitoring tools that contribute to increase sales and efficiency.

Goals achieved

- Increase in sales. Monthly activation of over 200,000 new lines.
- Reduction in delivery times. Average time of four days from the detection of an opportunity to activation of the products and services, and the delivery of the equipment to the client.

- Improved centralized view of the activities and sales performed locally.
- Adjustment of pre-sale, logistics and purchase costs.
- Reduced margin of error in the preparation and delivery of products and services.

- Efficient commercial flow administration.
- Expanded strategic vision of the business.

Systems for more than 280 million customers

Indra has extensive experience in service provision and solution development in the telecommunications and media operators market, where it has developed systems for over 280 million mobile operator clients.

Its offering includes business and operations support, management services for audiovisual producers, satellite communications stations and IT infrastructures.

Its most important clients in the sector include Telefónica, Vodafone, Orange, British Telecom, Vivo, O2 and Empresa de Telecomunicaciones de Bogotá (ETB) among others.