Tecnotree
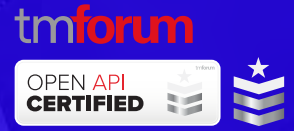
Digital Customer Lifecycle Manager

ONE-STOP SOLUTION TO ORGANIZE CUSTOMER JOURNEYS AND PROVIDE SUPERIOR CUSTOMER EXPERIENCE

tmforum FRAMEWORX 19.0
CERTIFIED PRODUCT
CONFORMANCE

tmforum
OPEN API CERTIFIED

GSMA
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Architect intelligent and contextual experiences for digitally connected user communities

The era of digital disruption has redefined customer engagements and resulted in non-linear customer journeys. To achieve customer excellence and loyalty, Communication Service Providers (CSPs) need a digital-first and low-risk approach. Designing such contextual and personalised journey-based customer experiences in an increasingly matured markets, requires a consolidated ability to pilot excellence in the sphere of customer interactions, clarity in cross-channel routes, faster time-to-market and improved customer service. Orchestration of such digital-first approaches will require CSPs to acquire capabilities to leverage customer data to get valuable insights and intelligence and build relationships with customers to nurture them into satisfied lifelong users.

CSP Challenges:

- Siloed customer data requires navigation to multiple applications, delivering inefficient customer experience

- Lack of configurable workflows across business processes and limited visibility on the customer orders

- Longer lead time to onboard customers for subscription of new single or multi-play services

- Pressure to improve average revenue per user (ARPU) and reduce operational cost

- Customers expect seamless interactions and experience across channels

- Enterprise customers demand scalable converged solutions

- Lack of persona-based contextual experience

Tecnotree
DCLM

Digital
Customer
Lifecycle
Manager

Tecnotree, with over 40 years of deep telecom expertise, understands the changing dynamics of customer behaviour. Built with in-depth research and global knowledge, Digital Customer Lifecycle Manager (DCLM) empowers CSPs to nurture customers into lifelong users. Developed using open-source technologies and microservices architecture, it is a cloud-native product that can be integrated with existing legacy infrastructure and provides an easy path to digital transformation. Currently deployed with CSPs of all sizes globally, DCLM enables contextual and consistent customer experience while serving as the single source for all customer information. Connect with us to learn about various use cases and the impact that these CSPs are able to achieve with Tecnotree DCLM.

Distinctive Features

Omnichannel Experience

- Provide seamless customer engagements across all channels with an in-built omnichannel enabler
- Personalised recommendations at every touchpoint based on customer insights

Empowered Employees & Productivity Improvements

- Personalised dashboards for different roles with gamification options
- Agents can focus on higher value tasks as DCLM enables self-care
- Reduced turnaround time powered by 360-degree customer view
- Stakeholders can provide consistent experiences across all interactions

Agility And Faster Time-to-Market

- Microservices-based architecture, configurable workflows and open APIs delivering faster time-to-market
- Agile deliveries & operational continuity using CI/CD
- Simplified customization via loosely coupled business processes

Tecnotree DCLM

Customer 360-degree View

- Unified and real time view of data related to customer information and interactions across touchpoints
- Customer data is logically grouped across important sets: billing, usage, subscriptions and latest interactions

Customer Onboarding

- Simplified retail and enterprise customer onboarding for single-play as well as multi-play offerings supported by catalog driven order capture and fulfilment
- Unified view of all products and services across LOBs
- Guided workflow with option to save and resume at any point

Futuristic Technology

- Elimination of monolithic architecture
- Compliant with TM Forum open API standards
- Open-source based technologies delivering reduced capex and opex
- Supports public/private cloud deployments

Key Benefits

1 **Customer experience benefits**
- Design personalized offers with embedded customer intelligence across processes
- Streamline omnichannel digital journeys delivering superior customer experience
- Enhance customer lifetime value & profitability with AI/ML assisted customer interactions

2 **Revenue benefits**
- Drive new monetization models via consolidated customer information
- Cross-sell / up-sell recommendations based on contextual customer insights
- Launch bundled services in customer channels (telco as well as digital services) faster

3 **Operational benefits**
- Prompt management of customer requests via trouble ticket management module
- Customized dashboard with easy to navigate and user friendly graphical user interface
- Increase first contact resolution and accelerate agent productivity by reducing average customer/call handling time

4 **Cost benefits**
- Lower on premise infrastructure cost by enabling workforce mobility
- Reduced total cost of ownership owing to usage of open-source technologies
- Decrease in customer service manpower requirement as subscribers are empowered to manage their account

Tecnotree
DCLM

For quotation and demo, contact your Tecnotree account manager or e-mail us at
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ABOUT TECNOTREE

Tecnotree is a global provider of telecom IT solutions for the management of products, customers and revenue. Tecnotree helps Communications Service Providers to transform their business towards a marketplace of modern and digital services. Tecnotree empowers service providers to monetize service bundles, provide personalized user experiences and augment value throughout the customer lifecycle. Tecnotree serves around 90 service providers in more than 70 countries. Tecnotree is listed on the main list of NASDAQ Helsinki with the trading code TEM1V.