CUSTOMERTIMES

Telco company updates CPQ, reduces response time by 99.2%

The Company

Our client is a large digital services provider. Widely recognized as an innovative tech leader in the telecommunications space, they maintain a strong presence in all market segments, covering millions of households and mobile consumers, along with government and private organizations.

The Challenge

Our client was using an SAP platform for CPQ (configure, price, quote). The tool lacked scalability and performance was slow, so when a customer called the sales department or contact center to change their service plan, they were placed on hold for 5-10 minutes while the CSR waited for the system to produce an accurate quote.

Additionally, the cost of upkeep was high, leaving the company with an outdated legacy system that was expensive to maintain and delivered poor customer service.

The Solution

We implemented our own Customertimes CPQ model, replacing the inefficient SAP version and giving the company's CSRs a much-needed efficiency boost. The CT CPQ tool uses more than ten integration points, including an internal billing system and CRM, and delivers improved data insights so CSRs get a 360-degree view of all customer interactions.

The new platform is also highly scalable, so as the company adds functionality or expands to other service offerings, the tool will grow with them to meet business demand and fit their infrastructure.

The Implementation

The implementation took less than six months, from SOW to go-live. On the CT side, the team included 3 developers, 1 integration specialist, and a project manager. We worked with the company's internal project coordinator, quality analysts, and internal systems integrator.

The Results

The company experienced an immediate, dramatic improvement in response time, from 5-10 minutes per quote down to just 5 or 6 seconds. The cost of support and maintenance was cut in half, and in Customertimes, they found a flexible, available vendor that was attentive to their business needs.

Because we have resources close to their location, our reaction time is much shorter than that of their legacy SAP provider. We are also able to reduce time-to-market for new features or enhancements and can help with any new initiative on-demand.

1. **Response time reduced by more than 99% from 5-10 minutes to <6 seconds**

2. **Maintenance and support cost reduced by more than 50%**

3. **Reaction time and time-to-market reduced by more than 40%**

> What sets Customertimes apart from other legacy vendors is that we are located where our clients are located. With resources all over the world, we have the tech expertise of a large vendor with the agility and responsiveness of a boutique partner. We are more reactive and more flexible than our competitors, and we can scale our teams on-demand to fit any project.

Maxim Solovyov
Managing Partner