
**CASE
STUDY**

**STREAMLINING A TELECOM
PROVIDER'S DOOR-TO-DOOR
SALES STRATEGY WITH AN
INTELLIGENT APP**



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The client is a leading provider of TV, DVR, and VOD services in Germany. Since starting out as a cable company, the business's service mix has grown over the years to also include internet, phone, and radio services for both German consumers and businesses.

THE CHALLENGE: DEVELOP A NEXT-GEN D2D SALES APP

When the client's business was acquired, the parent company expanded its offering to include fixed-line cable coverage – a service not previously provided by the acquirer, a mobile and DSL specialist. As with any entry into a new business segment, the parent company's acquisition of the German cable provider presented many challenges, such as integrating data and determining the best way to execute sales strategy for a new service mix.

Prior to the acquisition, the German cable provider was already working with EPAM to develop an application to upgrade its cable services legacy system for generating walking lists to guide door-to-door (D2D) sales agents. This system was a stable solution, but did not sort lists by geo-location or offer a scoring system for sales agents to determine lead quality before knocking on doors. Upon the acquisition, EPAM was challenged to upgrade this system to include and action upon all of the parent company's data and services, along with those of the German cable provider.

EPAM integrated numerous systems, ranging from marketing, scoring, and finance to CRM and billing systems, with different technology stacks, including Oracle/MSSQL, OLAP (Exadata), OLTP, SAP BOE Reporting, a Java-based web application, a geo-information system, and MS Access custom plugins. All of these integrated systems contained sales information from both companies, making the project challenging due to the fundamental differences between cable and mobile business models.

ANALYTICS CALCULATE THE MOST EFFECTIVE SALES ROUTE

Accurate commercial data allows sales agents to reach consumers with the highest probability of buying new services. Walking Lists are calculated by:

- Time passed between visits by sales agent
- Time passed since the last contract was signed
- Availability of new products in location
- Individuals who formally decline solicitation



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THE SOLUTION: A GROUNDBREAKING D2D APP TO INCREASE SALES TEAM CLOSE RATES

EPAM integrated the systems against a strict timeline, utilizing distributed project teams that drew on its own development resources, as well as the client's. Once integrated, EPAM used the systems to increase the efficiency and performance of the D2D sales teams, creating a precise tool for planning and analysis based on BI data for optimal route calculation between sales objects in residential neighborhoods and apartment complexes targeted for cable and internet sales.

This new and improved application is a highly efficient D2D sales navigator that gives sales agents a clear advantage over the competition, with features including:

- Targeted geo-information system to guide salespeople from location to location without wasting time walking inefficient routes or visiting homes where people are unlikely to buy or upgrade offered services
- Instant integration of CRM data to give salespeople full insight into the service history of each potential/existing customer and sales agent's sales performance
- Scoring mechanism to provide sales agent only those buildings that are more preferable in terms of potential revenue
- Real-time reporting features to record new contracts and input info about each visit
- Web application functionality for:
 - Analysis of past sales activities and sales agents' performance in order to produce more efficient assignments in future
 - Assigning sales agents to specific territories based on sales potential (ZIP, Campaign, custom buildings filter etc.)
- Branded, dynamic user interface

QUESTIONS?
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THE RESULT: 3.5 MILLION EUROS IN INCREASED REVENUE FOR THE CLIENT

With EPAM's guidance and expertise, the project was completed on time and on budget. Since launching and training its employees to use the solution, the client has:

- Increased revenue by 3.5 million Euros in just six months
- Empowered project managers in the field with the resources to effectively manage D2D personnel
- Provided 1,000 active D2D sales agents with the most efficient data to reach the maximum number of quality leads each day in the field
- Enabled sales agents to cross-sell the full suite of cable and internet services provided by the client

The application provided a sharp increase in the business intelligence of the client's salesforce, proving the power of analytics when it comes to reaching customers who are busy and potentially unreceptive to unsolicited sales visits. To learn more about how EPAM can help your enterprise become more intelligent and increase revenue with innovative technologies, contact us today!