

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

About AdvOSS

AdvOSS is an emerging Canadian vendor of technologically advanced solutions that enable any Service Provider to realize all of its needs in aspects of service delivery, management and charging in a fully integrated way. Tens of Tier-1 and Tier-2 Service Providers worldwide depend on AdvOSS for their critical business needs.

Overview:

AdvOSS CRM Handles all aspects of Services, Product Catalogue, Subscribers, their Subscriptions and Identities. Provides web based portals for Administrators, Customer Service Representatives, Channel Partners, Suppliers and Customers Self-Serve

AdvOSS CRM architecture is based on open APIs and hence can be easily integrated with other B/OSS products to build larger solutions. AdvOSS has a range of B/OSS products in its portfolio with which AdvOSS CRM comes pre-integrated as part of AdvOSS Solutions.

Integration Points:

AdvOSS CRM offers points of integration with the following systems :

- **Billing Systems:** AdvOSS CRM can integrate with Billing Systems that are responsible for billing and revenue management. AdvOSS offers its own fully featured Converged Billing System as well with which AdvOSS CRM comes pre-integrated.
- **Provisioning Systems:** AdvOSS CRM can integrate with Provisioning Systems that are responsible for provisioning various entities like network elements , access servers etc. AdvOSS offers its own fully featured Provisioning System as well with which AdvOSS CRM comes pre-integrated.
- **Voucher Management System (VOMS):** AdvOSS CRM can integrate with Voucher Management Systems that are responsible for managing the voucher lifecycle. AdvOSS offers its own fully featured Voucher Management System as well with which AdvOSS CRM comes pre-integrated.

Modules:

The AdvOSS CRM is composed of the following modules:

- **Service Offering Management :** Deals with the entities that can actually be assigned to the customers and which can be charged.
- **Product Catalog Management :** Enables the definition of Product Catalogs as per CSP business requirements.
- **Customer Management :** Powerful customer creation and active subscriber management features.
- **Service Management :** The Service Management module enables flexible mechanism to define new and sophisticated services and service offerings of any kind.
- **Customer Self Care :** Allows CSPs an increased level of Customer self service while reducing the operating costs.
- **Customer Service Representative (CSR) Portal :** CSR Portal empowers the CSR and operations personnel to perform the customer care related functions, and manage daily operations in a highly convenient and efficient manner.
- **Inventory Management:** Flexible management of CSP's Physical Inventory such as CPEs and Logical Inventory like DIDs etc.

Business Use Cases

- **Service Management**
 - Define new services
 - Define service profiles
 - Define CDR formats
- **Plans Management**
 - Account types (pre-paid or post-paid or combination)
 - Taxation rates
 - Available Billing Cycles
 - Charge Head definitions
- **Offering Management**
 - Manage Service Offerings
 - Service Profiles
 - Manage Counter Offerings
 - Total Units and Sub-Units
 - Sub-Units initialization frequency
 - Matching Criteria
 - Based on Destination or Request-URI
 - Based on Time of Day
- **Manage Product Catalog**
 - Manage Subscription Charges
 - Bundled Service Offerings
 - Bundled Counter Offerings
 - Add-On Service Bundles
 - Add-On feature bundles
 - Add-On Counter Offerings
- **Customer Management**
 - Define new paying party accounts
 - Type Management (B2B, B2C, Enterprise)
 - Define new using party accounts within paying party accounts
 - Type Management (Main Account, Subsidiary Account)
 - Identity Management
 - username / passwords
 - Mac Addresses
 - IP Addresses
 - PublicIDs
 - PrivateIDs
 - ANI/Calling numbers
 - PIN Numbers
 - Device Management
 - Billing Cycle Management
 - Contact Management
 - Create multiple contacts on-file
 - Payment method management
 - Keep multiple payment methods on file
 - Personalization
 - Preference Management
 - Payment preferences

- Contact preferences
 - Language preferences
 - Invoice preferences
 - GUI Look and feel preferences
 - Service preferences
 - Service features like ring-tones
 - Contact method preferences
 - Parental control or other preferences
 - Assign Inventory (Logical / Physical / Network)
- **Subscription Management**
 - Assign products to Subscribers
 - Plan Subscriptions
 - Bundle Subscriptions
 - Add-On Subscriptions
 - Value Added Services Subscriptions
 - Feature Subscriptions
 - Counter Offering subscriptions
 - Change Subscriptions
- **Inventory Management**
 - Logical Inventory
 - DID Numbers
 - Physical Inventory
 - CPEs
 - Network Inventory
 - IP Addresses
 - BRAS Ports
- **Portals**
 - Subscriber Self-Serve
 - Agent Self-Serve
 - Franchisee / Partner Self-Serve
 - Vendor / Supplier Self-Serve
 - Customer Service Representative
 - Administrator
 - Interfaces
 - Web based
 - SMS based
 - IVR based
- **Captive Portals**
 - Web based captive portals
 - IVR based captive portals
- **Alerts and Notifications**
 - Multiple Transport Methods
 - Email Alerts
 - SMS Alerts
 - IVR Alerts