

ENTERPRISE BUSINESS APPLICATIONS CUSTOMER RELATIONSHIP MANAGEMENT

To help organizations devise effective Customer Relationship Management (CRM) business strategies, Allstream provides consulting and implementation services that enable organizations to evaluate their overall objectives and supporting goals. This ensures their CRM implementations follow a proven process driven by their unique requirements and that their CRM systems are properly configured to support their business needs.

Allstream also works directly with manufacturers to help implement application solution sets (such as Oracle's E-Business Suite – CRM), which include core CRM applications for customer-centric and information-driven marketing, sales and customer support.

Business Challenge

Manufacturing organizations face a consistently more complex, increasingly aggressive and ever-changing business environment. As a result, they need the ability to rapidly innovate and react, understand their entire supply chain and gain a clear view of their customers' needs. To build profitable customer relationships, they also need to be agile in sharing information from suppliers and customers while maintaining an integrated view of all their customer interactions. Simply put, it is five times more expensive to acquire a new customer than to retain an existing one. This means it is no longer sufficient to rely on products alone to increase profitability. Instead, to drive incremental revenue, reduce interaction costs and grow customer value, manufacturers must improve their customer relationship management.

Business Benefits

Allstream's Customer Relationship Management solution for manufacturers combines sound business strategy with defined requirements to help select the right CRM system for each organization's specific needs. This means you can enhance the profitability of your customer relationships by building a strategically sound foundation and practical processes enhanced by the skills of your people. Enabled by the right CRM applications, manufacturers further benefit from a comprehensive and integrated view of their customers, based on all customer interactions with the company. The resulting information provides the means to make sound, actionable business decisions for maximizing profitability by identifying and targeting potential customers, converting new customers and, most important, by retaining existing valuable customers.

By increasing integration between core CRM and extended value applications, this service also helps organizations improve customer-based processes. For instance, by tracking and monitoring market pricing promotions, manufacturers can better understand customer buying behaviour and decrease distribution costs. Similarly, by providing customers with the products they prefer, companies can reduce the cost of carrying inventory. As a result, organizations are better placed to enhance their marketing effectiveness, increase ROI and improve their upselling and cross-selling opportunities.



Why Allstream?

Allstream's Customer Relationship Management professionals understand the correlation between strategy, people, process and technology. Their extensive experience includes extended value solutions including: Strategic Alignment and Compliance, Collaboration and Workflow Automation, Information Management, Security and Infrastructure. Allstream is also one of the few companies in the world that can effectively integrate telecom and IT solutions to solve business problems. Our services range from Professional Services and Infrastructure Management to Connectivity solutions, and are all built around what is best for your organization.

To learn more about Allstream:

- Contact your Sales Representative
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