计费与客户关系管理相融合
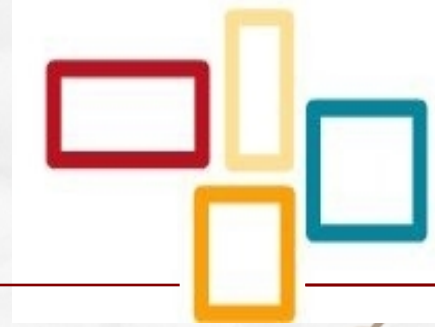
The Mobile Market
Driving Profitable Growth

- Focus Change: "Land Grab" vs "Revenue Maximisation"
    - No longer "Growth at any cost"
    - Conflicting KPIs: Subscriber Growth and ARPU

- "Low value" vs. "High value" customers
    - Can they be identified?

- Difficulties in determining best candidates for VAS

Communication Service Providers'
Business Drivers

Increase Customer Loyalty
- Achieve a single customer view
- Segment & identify most valuable customers
- Improve customer satisfaction
- Increase ARPU & reduce churn

Reduce Costs
- Consolidate systems & reduce duplication
- Automate and streamline key processes
- Lower systems' total cost of ownership (TCO)
- Optimize assets among partners and vendors

Profitable Growth
- Rapidly launch new services
- Bundle and target right customer with right offer
- Efficiently scale & assure revenues
- Strengthen role in value chain (content & commerce)

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Challenges of Emerging Services

Voice, Data, Content & Commerce

Advanced Rating	Robust Online Charging Capabilities
Flexible Payment Methods	Prepaid / Postpaid / Nowpaid
Enhanced Customer Service	Integrated CRM & Billing
Network Touchpoints for 3rd parties	Decreasing Time-to-Market
Scalability	Supporting Unlimited Growth

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Convergent Billing & CRM
Today's Fragmented Reality

- Separate billing systems to support prepaid & postpaid, voice & data etc.:

  - increases a MSPs total cost of ownership (TCO)
    - maintenance, upgrade and operational costs

- …and separate billing and CRM platforms for customer support

  - obscured view of the customer base

  - inability to offer innovative service and price plan bundles based on:
    - business intelligence with respect to customer profiles, behavior and segmentation

5

Prepaid-Postpaid Convergence
- What's happening in Asia-Pac?

Growth	rapid uptake of prepaid services
Prepaid	high churn rates low ARPUs
Postpaid	strategic role for postpaid services to retain customers & sustain revenues

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Recent Evolution…
Closing the Gap - Challenges

CRM & Billing

Multiple Integration Points	Poor Vendor Accountability	No Common Solution Roadmap
Incomplete View of Customers across LOBs	Data Duplication & Inconsistencies	Disconnect B/W Customer & Product Lifecycles

Today's Impacts

Customer Loyalty   TCO   Investment Risk

Enhanced Customer Service
Integrating Billing and CRM

Support

- Single view of the customer
- AoC and Budget Control
- Customer empowerment – Self-Care

Balances

- Multiple balances per customer for total flexibility
- Shared balances between multiple customer
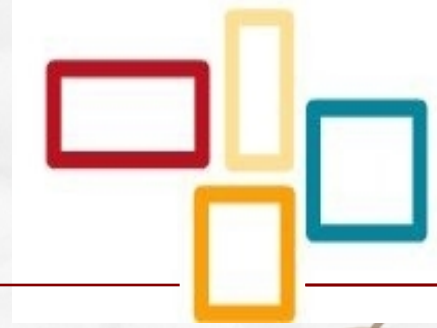- Flexible balance policies

Replenishment

- Multiple replenishment methods via multiple channels
- Flexible replenishment policies

Analytics

- Identification of high-value customers
- Cross-Sell & Up-Sell Opportunities

CSP Challenges
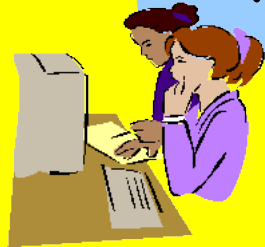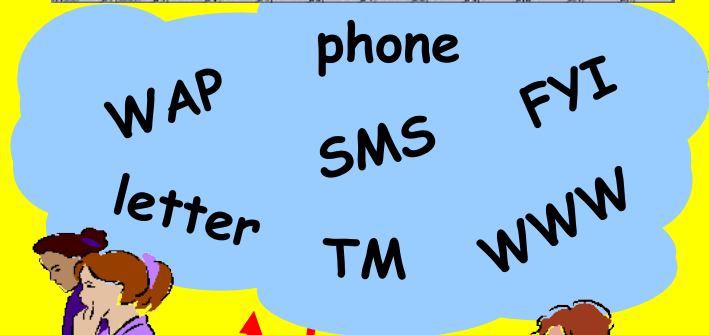## Customer Relationship Management

- Giving the company a consistent, single view of the customer

- Giving the customer a single view of the company

- Analyzing customer information and predicting customer behaviour

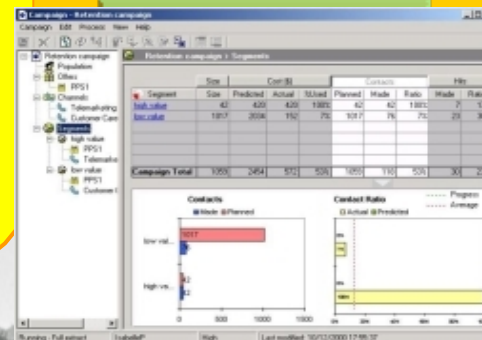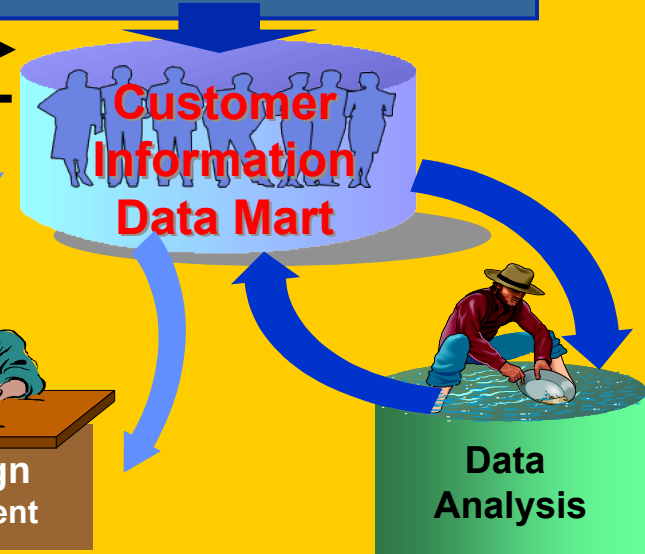- Conducting effective marketing caigns to increase high-valued customer base

360 degree view

Operational CRM

ClarifyCRM

WAP · phone · FYI · SMS · letter · TM · WWW

Customer

Analytical CRM

Data Warehouse Operational Systems External Sources

Customer Information Data Mart

Campaign Management

Data Analysis

Churn

Segmentation

Product Affinity

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