

**SELISE DIGITAL PLATFORMS PRESENTS**

# **SELISE CPQ Engine**

How SELISE's CPQ engine helps Telcos automate complex sales processes and accelerate top line growth

# SELISE CPQ Engine

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# Introduction

The innovation and advancements in the telecommunications industry continue to redefine the very fabric of our society, enabling seamless connectivity and transforming the way we work, interact, and experience the world around us. The innovation in the industry forms the foundation that fuels the digital revolution we see and experience today. However, the competition in the sector is intense and is only going to intensify further as per the industry outlook reports.

Configure, Price, Quote. Three simple terms that become not so simple when facing the ever-rising demands of business customers. How can my sales force be more efficient? How can I guide them to offer the best fit solution for their client? How do I incentivize digital channels with digital only promotions? These and many more challenges motivated us to build the CPQ engine.



"Telco trends 2024: What will drive growth and lead innovation in the sector?" published by the global consultancy firm Simon-Kucher identifies the following as some of the challenges Telcos face:



**Erosion of average revenue per user (ARPU):** It may become worse with the economic downturn as higher inflation levels are expected to continue in the year.



**Weighing volume-based tariff versus speed-based tariff:** The move towards unlimited data threatens profitability.



**Customer retention:** One-third of Telco customers are thinking about switching.



**Aligning sales with the digital era:** Online sales channels had already grown before the pandemic, but they saw a surge in recent years. Those not capitalizing on its risk being left behind.

This is further exacerbated by the fact that consumers now enjoy far more options when it comes to telco services. For instance, broadband customers can choose from a mix of terrestrial wireline, terrestrial wireless, space-based wireless networks and fixed wireless access (FWA). And within these options, the configurations by different features such as bandwidth, speed and availability etc. can vary greatly too.

The more choices you have, the harder it becomes to make a decision. This psychological concern has a huge impact on a customer's buying decision. This is called the Paradox of Choice.

"The abundance of options reflects more competition among providers - and technologies - working to meet the evolving connectivity needs of consumers", states the "2024 Telecom Industry Outlook"

- published by Deloitte.



In the face of these challenges, Telcos must structure themselves to prioritize digitalisation of their sales process and customer journeys. SELISE's CPQ (Configure, Price, Quote) platform is designed to do just that. It provides end-to-end automation of the sales process that reduces lead time to offers, and customer-centric user journeys that facilitate smooth handoffs from sales to order fulfilment and service assurance

### Configure



#### **What product does the customer want to buy?**

Create a complex product based on a business-relevant collection or feature combinations to meet customers' specific needs.

### Price



#### **How much does the product cost?**

Create different pricing options for complex quotes using base prices and discounts, including one-time, recurring, and usage-based pricing models.

### Quote



#### **How can we provide customers with detailed quotes?**

Extensive configuration options and accurate pricing work together to allow you to create a quote for your customer's consideration.

SELISE's CPQ engine has already been successfully deployed in our client telecom companies, and has proven to be effective in optimizing operations, automating intricate sales procedures, shortening sales cycles, and improving the overall customer journey.

"Our sales personnel can swiftly configure intricate solutions, offer competitive pricing, and produce accurate quotes effortlessly with the platform powered by SELISE's CPQ engine",  
- says one of our clients.

The following are some of the key benefits of our CPQ engine:

- Can enhance your quoting capacity, increase conversion rate, reduce cost of sale, and eliminate quoting errors.
- Designed with the needs of the telecom and communications service providers in mind through rigorous business process analysis and design.
- Can be configured for both B2B and B2C sales of Telco products and services
- Dynamic and easy to use user interface with multilingual support
- Tested and proven with our existing clients
- Can be integrated with your existing CRM or ERP system or any digital platform
- Can be enhanced to build a complete CRM and digital platform
- Has an easy to configure rule engine

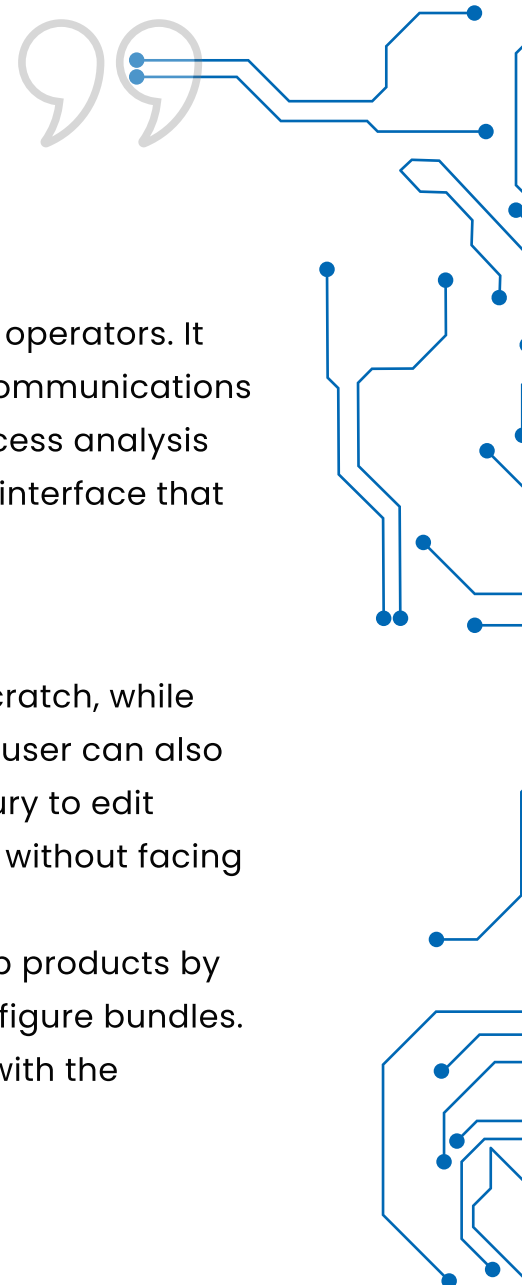
## Key components of the SELISE CPQ Engine

The CPQ engine provides end to end support to telecom operators. It has been designed with the needs of the telecom and communications service providers in mind through rigorous business process analysis and design. The tool is dynamic and has a modern user interface that is friendly to use with multilingual support.

### Product Configurator

This tool allows the user to create telco products from scratch, while building features in a step-by-step guided process. The user can also select from templates to build products and has the luxury to edit prices or make changes to product features at any time without facing the hassle of configuring from the backend.

The product configuration tool also allows users to group products by service, types, packages, and much more as well as configure bundles. In addition, the product configurator can be integrated with the company's ERP system.



## Product Configurator Features

### Category Setting

- Category creation from frontend level
- Category types can range from internet, electronics, mechanical, clothes, etc covering all industries
- Easy edit, delete or arrangements of product categories as per business requirements

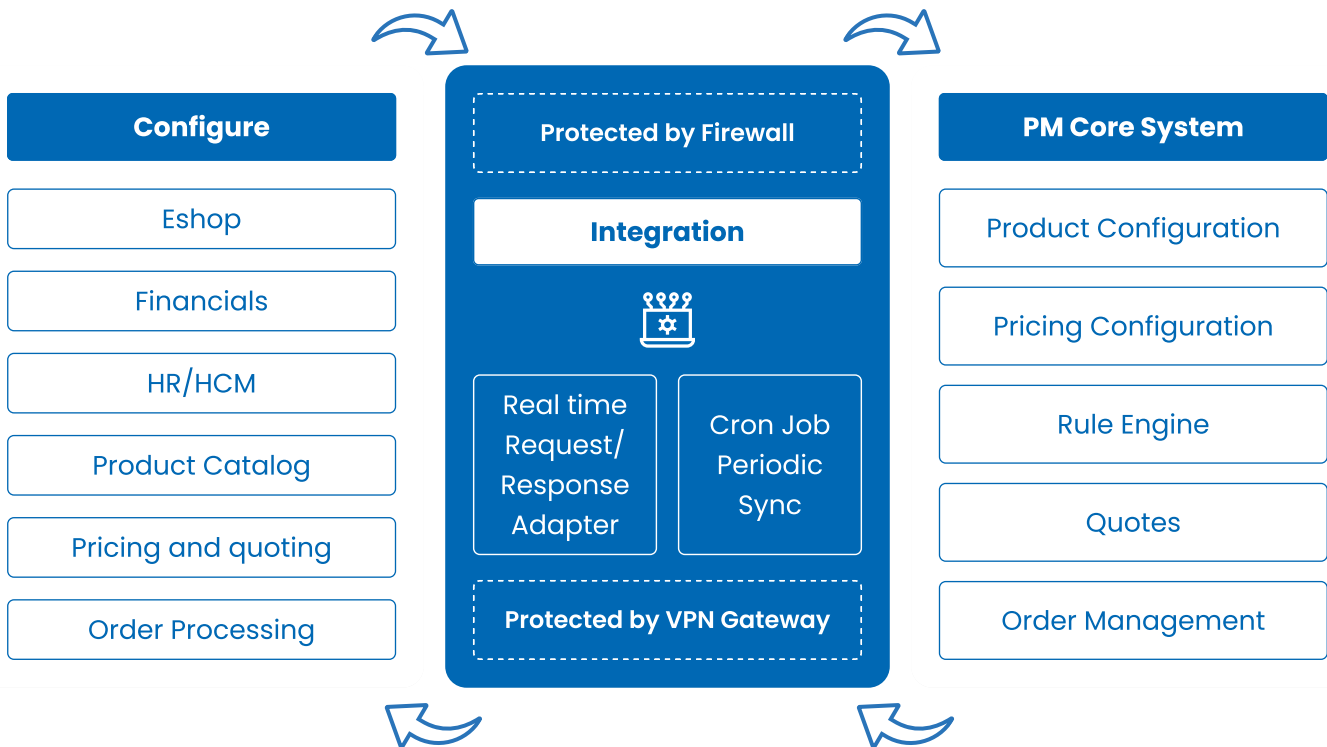
### Product Management

- Create standalone products and group them according to the requirement
- Send a complete revised version of the sales order to customers.

### Manage Bundle

- Drag and drop the standalone products to create bundles
- Provide bundle level pricing and promotions
- Apply rules and conditions on bundles

## Product Configurator Integrated With The ERP System



## Rule Engine

The rule engine allows the user to define the rules for product and pricing configuration as described below.

### Product Rules

- Supports the simplest and complex conditions and rules across products
- Selection rules allow the dependency of one product with another product in terms of validation, enabling or disabling logics
- Quality rules allows to set the restrictions on the number of quantities that a product should be taken

### Pricing Rules

- Set up dynamic price changes for Product A when it's taken with Product B
- Set up price rules for specific countries via country based pricing support
- Create time bound or continuous promos or discounts

## Pricing Module

This module enables offer creation and conversion of an offer to a completed order. The users of this tool are mainly sales agents. With the help of this tool, they can easily add customers to the system and create offers. The sales agent can also choose from various promotions applicable to a particular offer and apply these promotions accordingly. Customer information is stored in the system once an offer has been sent and will be auto filled during the creation of future offers.

### Convert quote to order



Quotes can have different tags like Lost, Prospect, Won etc. Eventually Won quotes can be converted to actual order.

### Quote versions



Maintain versions of quote for one same order. These Versions could be used to create quotes for other customers too

### Document generation



Generate a quote document with logos, theming and other details which can be sent to the customer.

### Product Catalogue



Digital Ecommerce driven product catalogue for easy search and finding of desired products

### Quote Creation



Configure addons, products and bundles to create a quote

### Manage Order



Admin/Sales can update the status of each order via Admin cockpit. Customers can also track the status of their order.

## Promotion Engine

This tool allows the users to create customized promotions for business products and tag discounts to selected products and bundles. These promotions can consist of various discount types including time and volume discounts which are built to cater to most business cases.

# Scope for customization of new features

Below are the additional functionalities that can be integrated into the CPQ engine as required:

## Partner Relationship Management



- Establish partnerships and customize products and pricing for individual partners.
- Facilitate white labelling options for each partner, ensuring brand consistency and recognition.

## Analytics



- Provide visual representations of customer patterns through real-time graphs and charts.
- Track behaviors related to products, sales, orders, etc., enabling informed business decisions based on comprehensive data analysis.

## Self-Service Functionality



- Enable end customers to independently select products, add them to their cart, and complete the checkout process.
- Implementing a self-service application enhances the user experience for end-users, offering greater convenience and autonomy in their interactions with the system.

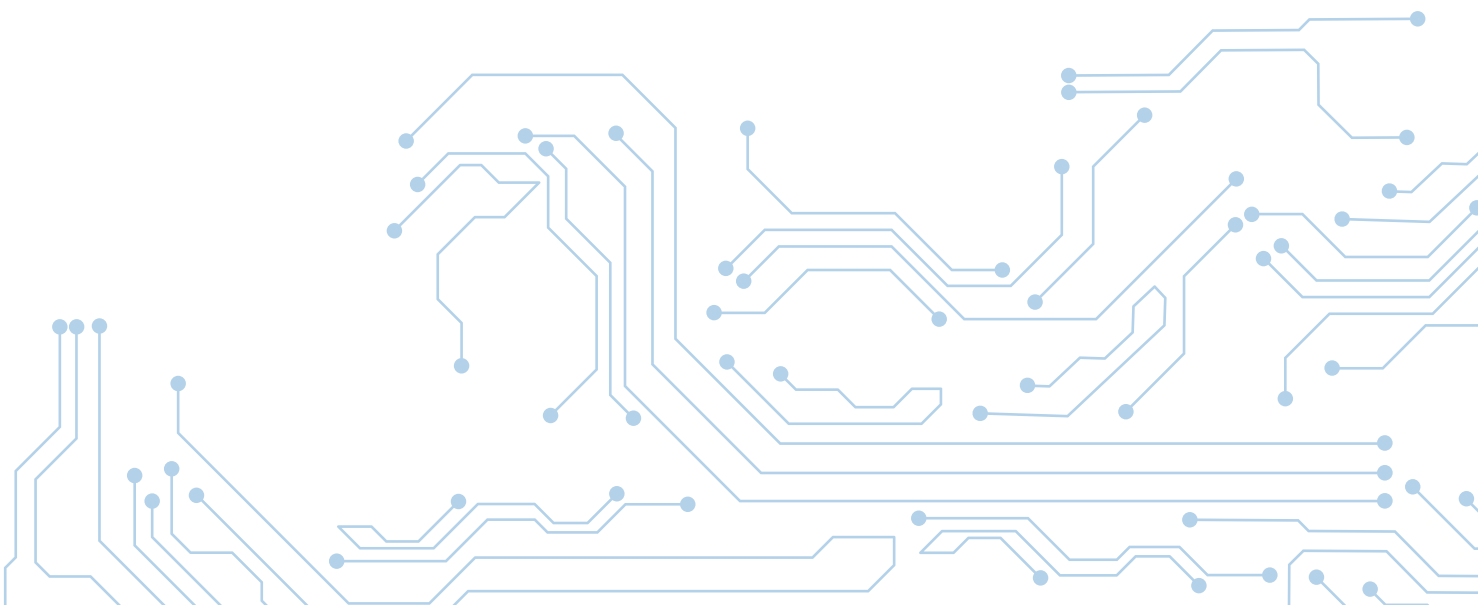
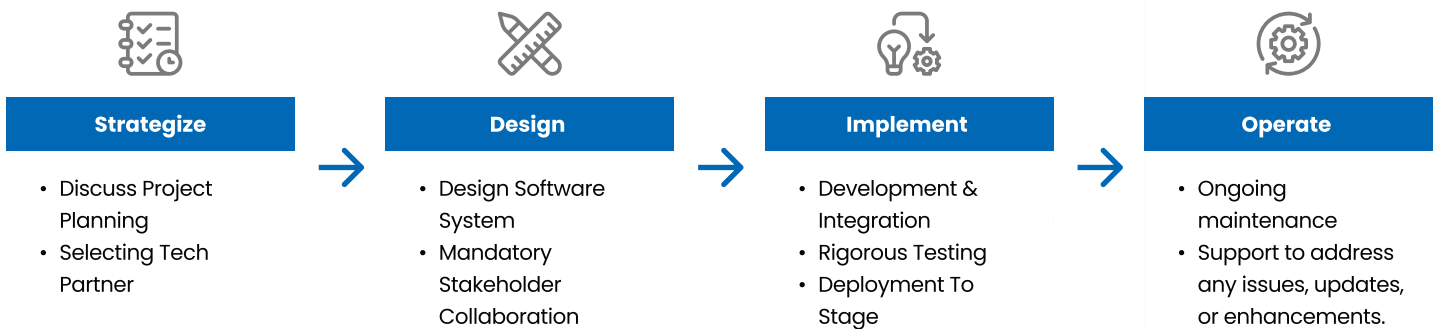


# Roadmap to grow revenues

We can customize our CPQ engine and integrate it with your existing platform or develop a complete platform following our methodical approach of solving challenges and serving our clients using the Strategize – Design – Implement – Operate framework.

We always think first about the strategic questions and challenges of our client, then review and elaborate the process landscape and come up with the design as per the particular needs of the customer, and then customize, developed and integrate the CPQ engine with your existing IT platforms. Once it is implemented and deployed, we provide maintenance and operations support to ensure that you derive the maximum benefit from the system.

The following are the typical steps that our customers follow for the successful implementation of their CPQ-powered online sales channel with our help:





## Get in touch with us



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