

hello, guess who's calling?



“**G**ood morning, Mr Tan. I'm Alyssa from SingTel Mobile and I'm calling to wish you a happy birthday. For this special occasion, we are pleased to offer you a \$20 voucher from a popular local confectionary,” Alyssa said cheerily.

She smiled confidently as Mr Tan expressed surprise and delight that the mobile phone company not only remembered his birthday, but was giving him a gift as well. “How did you know it was my birthday?” he asked incredulously.

Alyssa couldn't help the twinkle in her eyes. Little would he guess, I even know that he plays golf and makes frequent overseas calls on his handphone, she thought to herself as she considered Mr Tan's profile on her computer screen.

Information at a Click. Thanks to the new SingTel Mobile Customer Relationship Management (CRM) system, telemarketers like Alyssa can now concentrate on doing their job effectively without the hassle of referring to loose sheets of paper comprising call lists, promotion briefs and marketing scripts.

At a click of a mouse, the contact management application in the CRM system calls up the profile of a customer, complete with information such as hobbies, family structure, mobile phone model and birth dates. Armed with a better understanding of their customers' background and habits, SingTel Mobile telemarketers are better able to provide proactive, personalised service since they can now make suitable and meaningful recommendations to customers.

With the information on customer profiles, SingTel Mobile is also able to tailor campaigns focused on a particular segment of customers. This is especially important as the SingTel CRM department aims to win new customers whilst retaining existing loyal ones through better service and products.

Less is More. According to Timothy Goh, Director of Direct Marketing/CRM at SingTel, the new CRM system has resulted in a 30 to 40 percent improvement in business efficiency at the call centre.

Customer Relationship Management System

... the  solution ...



“The new window-based environment is much easier to use. Before, our telemarketers had to remember numerous codes in order to access information spread over many screen pages. Now, detailed information, including graphical representation, is available at a mere click of a button,” he said.

Time spent on training is significantly reduced from the previous four to six weeks to a short two weeks.

The system is capable of data mining system that can generate campaign lists that does away with manual distribution of phone lists to the telemarketers. At the company's choice, it can also track, on real-time, the list of campaign's contacts and their responses, hence reducing the time and effort in preparing and distributing contact lists.

Making sense. Another useful feature is the system's Smartscrip application, which is configured to prompt telemarketers to carry out consistent and professional telephone dialogue with customers. There is even a workflow manager application to remind telemarketers to monitor customers' requests to ensure that these are fulfilled on time.

The two applications can also be used in tandem for the approval for workflow. For example, when a new script is submitted for approval, the CRM manager will receive an email notification. Once approved, a notification is sent to the campaign manager, who then releases the script onto the CRM system to all telemarketers.

On top of the above, telemarketers can identify and manage follow-up activities like call backs, service applications and information requests through the activity management application.

It's always about you. “We are very pleased with our new CRM system, which integrates our legacy system, data mining application and data warehouse with a front office application. The smooth implementation of the system outflow all our expectations. The cost savings we enjoy are enormous,” added Mr Goh.

Back at the SingTel Mobile call centre, Alyssa used her mouse to tick the birthday offer box on Mr Tan's profile page on her screen. Putting a smile back into her voice, she continued: “Mr Tan, I understand you frequently call Australia during the weekends. We are pleased to offer you five minutes of free talk-time this weekend... because at SingTel, it's always about you.”

National Computer Systems Pte Ltd is the project manager for the sourcing and implementation of this CRM system.

Proactive and personable service is characteristic of the SingTel experience.

Customer Relationship Management System



National Computer Systems Pte Ltd
www.ncs.com.sg
Australia • China • Hong Kong • India • Malaysia • Singapore