

BUSINESS INSIGHTS

SALES INSIGHTS

PROACTIVELY MANAGE AND NURTURE YOUR KEY ACCOUNTS TO PROTECT AND GROW REVENUE

HOW TO FOCUS ON YOUR MOST VALUABLE CUSTOMERS

1

How to gain deep insight into service delivery

Customer perception of service quality and consumption may differ from reality. There is a need to objectively verify performance and service usage.



Sales Insights Portal provides a complete overview of each corporate and VIP account

Polystar's Sales Insights Portal provides clear visualisation of service consumption and delivered quality, in a format that can easily be shared to verify SLA performance. It highlights historic trends and daily, weekly and monthly statistics. It also identifies the most used cells, handsets and provides insights into overall service performance, so customers can understand the value received.

3

How to prioritise and manage incidents for key accounts to build better relationships

Incidents that affect key account customers can have a significant impact on business – they need to be resolved quickly and customers need to be fully informed of their status.



Insights enable users to determine the correct response to incidents and offer transparent reporting.

Real-time performance information allows CSPs to correctly prioritise their responses to incidents, based on the impact to specific customers. It also allows engagement policies to be managed effectively, as reports can be generated and shared with customers, providing vital information and transparency. Rapid resolution matters, but customer relationships also depend on clear information and accurate data.

2

How to explore account activity to provide better offers and service

Determining trends and understanding how account activities match service requirements takes time and consumes resources. Are customers getting the right benefits for their needs?



Trend tracking allows account managers to understand what customers really need.

Polystar's Sales Insights Portal provides statistics and trends to help account managers understand traffic for their key accounts, allowing them to create highly targeted and specific offers that really support the needs of their clients. Packages that reflect real consumption and performance can be created to ensure better engagement, while new upselling opportunities can be identified.

4

How to ensure customers use the right devices

Ensuring customers have the right devices to suit their requirements needs constant vigilance. The wrong device can undermine service performance and lead to churn.



Device performance measurements ensure consistent quality of experience and subscription optimisation

The Sales Insights Portal provides rich intelligence on device performance, allowing account managers to identify which need upgrades, which devices offer poor performance, and which result in a degraded experience. This information can be used to update accounts and to offer them the best replacements and to tune subscription plans to match their needs.

UNDERSTAND KEY ACCOUNTS TO DELIVER A MORE PERSONALISED EXPERIENCE



Strengthen partnerships and build loyalty

The Sales Insights solution enables key account managers to focus on customers, without being distracted by technology. A user-friendly portal gives a clear, visual understanding of the most relevant performance and service information. It allows them to share valuable insights that create partnerships and boost retention through increased trust and transparency. Tailor-made bundles, products and services can be offered to match real needs, leading to more opportunities for up- and cross-selling.

Maintain consistent SLA performance and visibility

Agreed SLAs must be correctly delivered. The Sales Insights Portal provides real-time visibility of SLA performance and gives accurate reporting information through time. In addition, the real-time, visual insights mean that pre-emptive actions can be taken to prevent disruption to SLAs in the event of any service issues, ensuring consistent performance and avoiding costly penalties.

Support your most valuable customers

Typically, 80% of revenues are generated by 20% of the customer base. High value accounts must be protected by enhanced service and support but this must be achieved cost effectively. The Sales Insight solution provides information that can be used by anyone in the accounts team to ensure that premium and VIP accounts are given the service levels and support they expect.

Custom SLAs for individual customers

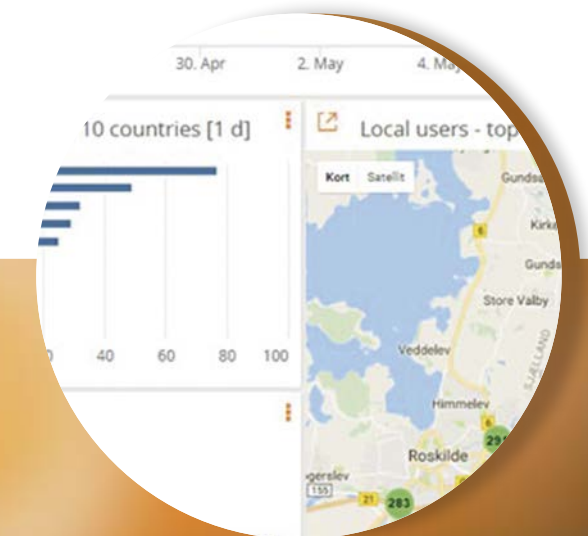
One-size-fits-all SLAs are inflexible and do not accurately reflect customer needs. The Sales Insights portal allows CSPs to create bespoke SLAs that are tuned to the needs of individual customers without increasing overheads or inhibiting the agility required to manage them.

Share information to enhance trust

Rich objective information is captured, which allows key metrics and performance information to be shared with customers, so that they can benefit from the insights delivered. By sharing such information, CSPs can move from suppliers to become trusted partners, working in tandem with key accounts.

Adaptable and flexible

Many teams have unique requirements, which can change through time. That's why Polystar has made it easy to modify the solution: adapting portal views, adding measures and dimensions, adding integration to different systems, and changing workflows. The Sales Insights Portal includes tools that allow you to make changes yourself. Alternatively, our experts can tune and optimise the solution to your needs.



POLYSTAR'S SALES INSIGHTS SOLUTION

ENABLES CSPs TO SUPPORT THEIR MOST VALUABLE CUSTOMERS BY TRACKING SERVICE PERFORMANCE AND CONSUMPTION IN REAL-TIME. IT ALLOWS ACCOUNT MANAGERS TO ENSURE CONSISTENT SLA DELIVERY WHILE DEFINING AND OFFERING PERSONALISED PACKAGES AND CREATING UPSELLING OPPORTUNITIES TO MAXIMISE REVENUE.



Polystar enables Communications Service Providers to achieve excellence in CEM, Big Data Analytics, Service Assurance, Network Monitoring and High Performance Testing. We help CSPs to simplify their CEM strategies and drive operational efficiency through real-time network analytics. Polystar's real-time Network, Service and Customer analytics uncover a goldmine of data, which yields indispensable analytics to CSPs.

Polystar is recognised as one of the fastest-growing companies in Sweden.

Since Polystar's foundation in Stockholm in 1983, we have experienced continuous and sustainable growth, and evolved to a global presence, serving our customers in over 50 countries.

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