



## eXensys Micro Vertical Solution

Micro-Vertical – Telecom

# Customer Retention



# Agenda

*Industry Overview*

*Industry Characteristics \ Highlights*

*Key Processes 'n' Challenges*

*eXensys Best Practices*

Telecom Industry is fastest growing industry in the world. The two major factor are responsible for the growth of telecom industry are use of modern technologies and market Telecom product related to Internet, mobiles network are in Hugh demand. Telecom product related manufacturing and retailing business are highly growing areas in industry sector.

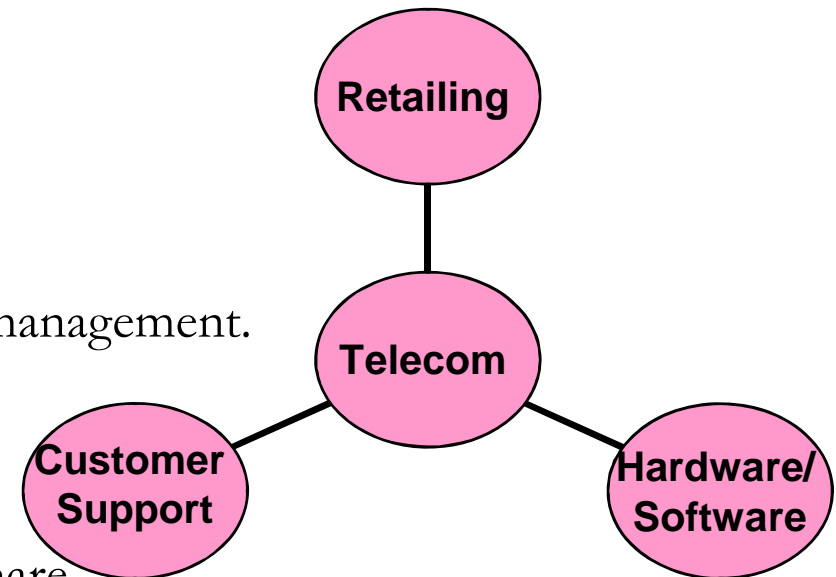
### Primary product categories include

- Mobile handset
- Mobile accessories
- Mobile Internet related product
- Mobile software and games
- Cameras, Accessories, Chargers

### Customers

- Customers of Mobile retail Shops are Primarily Individual Customers.
- Small Mobile shops

- Customers are Many & Mostly Individual
- Extensively Wide Range of Products & SKUs
- Large Volume of Sales
- Product After Sales service and Customer history management.
- Promotional scheme for sales growth
- Tough market competition for maximum market share
- New technologies up gradation



# Key Processes 'n' Challenges

Micro-Vertical – Telecom

## Key Processes

- Accurate Sales forecasting
- Inventory Management
- Accounts Management
- After sales service management
- Promotional Scheme management
- Effective Vendor and customer relation management

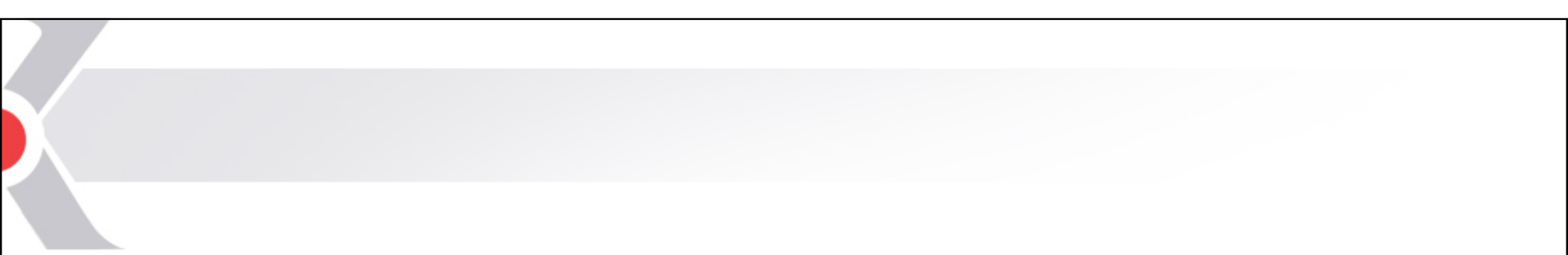
## Challenges\Pain Areas

- Manage Products with Shorter Life Cycles
- Efficient Inventory Management
- Customer History Management
- Various promotional scheme Management
- After sales service

# eXensys Best Practices

## Micro-Vertical – Telecom

S. No	Pain Areas	Why Do Companies Fail?	eXensys Best Practice
1	Manage Products With Shorter Life Cycles	<ul style="list-style-type: none"> <li>• Lack of awareness on product life cycles.</li> <li>• Poor focus on Value-Added Services.</li> </ul>	<ul style="list-style-type: none"> <li>• Product management from purchasing to sales</li> <li>• SKU &amp; Variants Management</li> <li>• Specific planning on seasonal items</li> <li>• Promotions planning &amp; execution</li> <li>• Planning of prices, discounts and offers</li> <li>• Product performance and profitability analysis</li> <li>• Flexibility to add services with products</li> </ul>
2	Efficient Inventory Management	<ul style="list-style-type: none"> <li>• Poor inventory planning.</li> <li>• Poor coordination amongst sales, purchase, &amp; inventory processes.</li> </ul>	<ul style="list-style-type: none"> <li>• Accurate inventory visibility</li> <li>• Configurable item properties ( lot, serial no.)</li> <li>• Inventory Planning – As per Forecasting</li> <li>• Seamless integration amongst different functions and business processes</li> <li>• Barcode, RFID &amp; Handheld Scanners Integration for easy inventory handling and management</li> </ul>
3	Customer History Management	<ul style="list-style-type: none"> <li>• Lack of Historical data of customer</li> </ul>	<ul style="list-style-type: none"> <li>• Proper customer data management</li> <li>• Promotion of new scheme through SMS/ Mails</li> <li>• Online customer order Management</li> <li>• Customer data management for After sales service</li> </ul>
4	Differentiate Business from Competition	<ul style="list-style-type: none"> <li>• Lack of proper Point-of-Sale system.</li> <li>• Poor customer service.</li> </ul>	<ul style="list-style-type: none"> <li>• Touch screen menus with graphical user interface, Microsoft OPOS compliant</li> <li>• Apply price, promotions, discounts and taxes to items</li> <li>• Flexible tender options - cash, credit card, debit card, cheques, gift coupons, meal vouchers, credit note, advance adjustments</li> <li>• POS device integration - cash drawer, pole display, magnetic stripe card reader, bar code, RFID</li> <li>• Loyalty program definition by capturing the gift cards, benefits, registration details and so on</li> </ul>
5	Performance Optimization	<ul style="list-style-type: none"> <li>• Lack of proper system for real-time MIS &amp; Analytics</li> </ul>	<ul style="list-style-type: none"> <li>• Performance, operations and financial analytics</li> <li>• Profitability and productivity analytics</li> </ul>



**Thank You!**