

CRM.COM Real-time Subscriber Management and Billing System



Increase operational efficiency and boost revenues with CRM.COM Subscriber Management and Billing System for Pay TV operators

**CRM
COM**

Can you see it?

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Your Challenge

Pay TV industry is fast becoming a technology driven industry, switching from analogue to digital and delivering streaming and on-demand Direct-to-Home (DTH) content. With so many new ways to deliver this content (Pay-per-View (PPV), pre-paid or post-paid, IPTV, to name a few) and intensifying competition, versatile subscriber billing systems that are able to adapt to this fast changing environment and the ability to target subscribers through personalised promotional offers are becoming critical to business success.

Our Solution

To help Pay TV operators, such as your organisation, stay ahead of the competition in this fast paced, ever changing environment, we have developed a dynamic subscriber management and billing platform designed to automate, streamline and optimise all your key billing, financial, operational and customer relationship management processes. As a result, you can substantially increase your operational efficiency and boost revenues while keeping your overall total cost of ownership (TCO) low.

Your goals.
Our solutions.
On demand.



CRM.COM Software Overview

The CRM.COM Subscriber Management and Billing System is a powerful, fully web based platform that supports all key Pay TV business processes and needs. More specifically, the system offers advanced functionality for dynamic subscriber management and billing and is already tightly integrated with leading DTH, DTT (Digital Terrestrial Television) and IPTV Conditional Access (CA) systems. In addition, the CRM.COM system provides Pay TV operators with sophisticated tools to manage their diverse sales and delivery networks where agents and resellers sign up new subscribers and independent installers carry out installations.

Why CRM.COM Software?

In addition to being a powerful billing and subscriber management solution (SMS), CRM.COM Software is also a full blown customer relationship management (CRM) system designed to automate your sales, marketing and customer service processes - all in one, highly configurable turnkey solution. This means that you can automate your entire business with CRM.COM Software.

For example, with CRM.COM Software you are not only able to manage dynamic bouquets and calculate your sales team bonuses but to also effectively acquire subscribers and decrease churn. The system's dynamic subscriber segmentation, marketing campaign management and call centre tools can help you communicate with existing and potential customers in a targeted and timely manner and provide them with personalised, fast and efficient customer service.

Supported Business Processes

CRM.COM Software automates all key business processes of Pay TV operators, including: package definition; subscription management; connectivity to CA systems; subscriber billing; customer care and call centre automation; channel and staff commissions; inventory management and tracking of set-top boxes (STBs), smart cards and other equipment by serial number (S/N); installation and service management; sales management; subscriber segmentation and campaign management (e-mail, SMS, letter, phone, OSD, CA mail), promotional offers, and more.

More specifically, with CRM.COM Software Pay TV operators are able to maintain very rich data for every subscriber record, easily set up packages and price lists, define billing rules and execute scheduled and ad hoc billing runs (including full generation of all required financial documents, VAT calculations, subscriber balances and revenue assurance reports). The CRM.COM system also supports pre-pay, post-pay, PPV, OPPV and offers multiple utilities to manage batch and scheduled disconnects and reconnects.

Furthermore, the system offers full warehouse and after sales service automation, including S/N tracking of STBs, smart cards, routers and modems and management of service tickets, jobs and repairs in a controlled, streamlined manner. Pay TV operators are also able to provide restricted system access to resellers and external partners to manage subscriptions, service tickets and other tasks assigned to them, such as sales leads management.

In addition, CRM.COM Software can be easily integrated with your public website for subscriber login, "new subscriber" and "update subscriber" functionality and offers extensive reporting with multiple ready made and configurable reports.

CRM.COM Software Technology

CRM.COM Software is designed and built for mission critical environments. It can handle thousands of users and millions of transactions and offers scalability, performance and reliability. CRM.COM already runs operations of many leading Pay TV operators. The system is 100% web based, is built on the Java platform, supports multiple operating systems (Linux, UNIX, Windows), databases (IBM DB2, Oracle, MS SQL) and web browsers (Firefox, IE, Opera), and can easily integrate with other software. CRM.COM is an Advanced Level IBM Business Partner.

CRM.COM Software Implementation

You can be up and running in a matter of months, not years. Our clients value our culture of speed and simplicity. The system is designed to make it easy for you to configure, enhance and maintain the software yourself without having to resort to expensive IT resources. This results in a low total TCO and faster time-to-market.

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SALES TEAM COMMISSIONS AND TARGETED PROMOTIONAL OFFERS TO HELP YOU GENERATE REVENUE

