



## Case Study: Communications

# Intelligent process automation enhances sales team performance for telecom provider

When it comes to telecommunication services, organizations need connectivity fast to run their businesses. They expect to quickly receive quotes from service providers that reflect existing installed technology and services. Accelerating quote delivery can give a carrier an advantage over slower competitors.

That's what a major European telecom carrier was looking for—an edge. It wanted to increase revenues by improving sales team productivity and increasing the speed and accuracy of its quoting process. Its existing multi-step process included cumbersome manual steps that reduced time available for higher value tasks. The company had identified intelligent process automation as a possible solution and turned to Cognizant to design and implement it.

### At a Glance

To enable a European telecom client to improve sales team productivity, we worked collaboratively to create and deploy an intelligent automation solution for delivering quotes.

### Outcomes:

- 90% reduction in average handling time (300 seconds to 30 seconds) for dispatching quote requests.
- 93.3% reduction in AHT (30 minutes to 2 minutes) for installed base validations.
- €170,000 saved in operational costs per annum.

# Intelligent process automation speeds carrier's time to market

---

## Bot augmentation accelerates quote delivery

Sales teams focus on higher value details when bots manage rules-based tasks.

Our intelligent automation solution now augments the client's quote creation process with bots. The bots interact with sales associates and client systems, including Salesforce, to streamline key tasks such as verifying customers' existing telecom connections to improve quote accuracy. This has greatly improved sales efficiency while reducing operating costs.

## Automation enhances sales expertise

The client's quote process begins with creating a quotation request from the Salesforce quote tracker. The process requires verifying whether the received request is clean by validating the technical and financial structure for previous requests, and then transferring the current quote request to an analyst in the correct product team for processing.

Before quoting any additional products or services, the analysts had to verify if the actual connections that were installed at the customer site, including software, hardware or any other telecommunication services, matched the records in the client's commercial installed base.

Routing a request for a quote to the proper team and person could take an average of 5 minutes. Completing the installed base verification required an average of 30 minutes per quote. The work was not always accurate, however. Further, these tasks added to the time required to complete a quote while taking time away from higher value aspects

- 7,100 hours of manual processing saved.
- 100% accuracy achieved.

of the quotation process, such as using details in the installed base database to develop more customized quotes.

## Streamlining with bots

Our solution addressed the repetitive, rules-based aspects of the quote dispatch and installed base verification tasks. Working with the client, we evaluated the automation maturity of its quoting and related processes and what structures or steps had to change in the department or organization to optimize those steps for automation. Our team also recommended where it made more sense to adjust the process in other systems and applications, such as reconfiguring a step in Salesforce. Then, we built bots from the ground up, because the client had extensively customized its applications.

Now, when an account manager launches a request for a quote, the bot logs in to the client's web-based application to access the request. Using predefined business rules, the bot next checks the installed base for the number of units of a product or service the client's customer currently uses. If these match the data in the request for quote, the bot then assigns the request for quote creation.

---

If the bot identifies discrepancies or errors, the bot automatically raises a ticket in the client's ServiceNow application for the team to resolve.

To dispatch an approved request for quote, the bot logs in to the Salesforce application and extracts the details of the quote request. It validates various aspects of the quote in the Salesforce application. The bot performs sanity checks, then assigns the request to a selected analyst from one of the client's five different product teams. The bot does this based on the availability and workload of each team member.

### **Collaborating with the client ensures bot acceptance and reliability**

Change management was a key aspect of the automation initiative. We designed the bots to work alongside sales associates who had previously done these repetitive tasks. It was important that analysts and sales experts experience these bots as augmenting their capabilities and returning time to them for use on higher value activities.

To accomplish this, we involved key client stakeholders in the build. This transparency helped increase their confidence in and acceptance of the

bots. Within one week of go-live, the sales teams and bots were working together smoothly. The client sales teams report being well pleased with the reliability of the bots.

The bots have achieved:

- 90% reduction in average handling time (300 seconds to 30 seconds) for dispatching quote requests
- 93.3% reduction in AHT (30 minutes to 2 minutes) for installed base validations
- €170,000 operational cost saved per annum
- 7,100 hours of manual processing saved
- 100% accuracy achieved

The automation gives analysts more time to review the installed base, including existing contracts, subscriptions, assets, amendments and renewals. These elements create a holistic picture of the client's commercial agreements with its customers. Now product teams can infuse more of this information into competitive quotes for customers and prospects.

---

## About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 193 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at [www.cognizant.com](http://www.cognizant.com) or follow us [@Cognizant](https://twitter.com/Cognizant).

---

# Cognizant

### World Headquarters

500 Frank W. Burr Blvd.  
Teaneck, NJ 07666 USA  
Phone: +1 201 801 0233  
Fax: +1 201 801 0243  
Toll Free: +1 888 937 3277

### European Headquarters

1 Kingdom Street  
Paddington Central  
London W2 6BD England  
Phone: +44 (0) 20 7297 7600  
Fax: +44 (0) 20 7121 0102

### India Operations Headquarters

#5/535 Old Mahabalipuram Road  
Okkiyam Pettai, Thoraipakkam  
Chennai, 600 096 India  
Phone: +91 (0) 44 4209 6000  
Fax: +91 (0) 44 4209 6060

© Copyright 2019, Cognizant. All rights reserved. No part of this document may be reproduced, stored in a retrieval system, transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the express written permission from Cognizant. The information contained herein is subject to change without notice. All other trademarks mentioned herein are the property of their respective owners.