Web Dealer

Introduction

MASS MO's Web Dealer solution is specially designed for telco businesses. It allows the company's dealers, remote agents and salespersons to carry out all key sales and customer care processes online. This helps to reduce delays in those processes, minimize paperwork and improve efficiency and quality of service. The solution features:

- Sales lead management and sales funnel support, including automated tracking and notification

- Sales closure functions

- Sales commission calculation and reporting

- Rich set of customer service / service provisioning operations

- Scalable architecture

- Robust security and audit capabilities

- Fully configurable interface allowing the company's administrators to change styles and to manage content

Architecture

Solution architecture offers a zero-code, browser-based client interface that utilizes AJAX technology. It allows for customizable design and screen layouts that match the company's corporate style, as well as for easy content management (targeted advertisements, graphics, links and more).

Secure access and privacy are facilitated by a built-in security engine together with SSL principles adopted throughout all web components.

Web Dealer solution operates in close integration with the company's billing system. All web processes and operations utilize the business logic adopted in the billing system, thus ensuring that data consistency is preserved and that all actions are properly logged and tracked.

Both synchronous and asynchronous interfaces to billing system are supported, and interaction is optimized by employing cache as well as operations-per-time limitations.

A set of APIs is provided to interface with other types of external systems, and Single Sign-On (SSO) approach can be utilized to achieve seamless user experience.

Multi-node architecture of the solution allows for scalability and can conform to the company's established business continuity (software / hardware redundancy) practices. Performance has been successfully tested for 1 million sales operations per month.

To handle requests for various forms and reports – like dealer commission reports or subscriber call details – with speed and efficiency, a dedicated reporting engine is encapsulated into the solution.

Deployment of the Web Dealer solution requires the following environment:

Web server engine:	Apache Tomcat
Database SW:	Oracle
Reporting engine:	Jasper Server
Additional server software needed:	Java Virtual Machine, Apache httpd
Server OS:	MS Windows or Unix

As for the client side, key modern web browsers are supported, including MS Internet Explorer (v.8.0 or higher), Google Chrome and Mozilla Firefox (v.3.0 or higher). Mobile browsers can also be supported.

Access & Security

Secure access to Web Dealer interface is ensured by login name and password. Password complexity is controlled through a set of configurable rules. Password expiration and login attempt policies can also be configured, the latter ensuring that login attempts are not only monitored but instantly blocked whenever pre-configured count or time thresholds are achieved.

All actions carried out by either users or administrators are logged by the solution, thus ensuring proper audit trail.

Sales Support Features

Web Dealer solution can benefit the company's dealers, remote agents and in-house salespersons alike. It allows to automate all key sales-related activities such as sales lead generation, tracking and management, sales closure, sales reporting and commission management. The features include:

- Sales lead management: users can capture relevant information on each prospect customer, store and manage the history of contacts
- Sales funnel support: the solution allows to track every sales lead and to move it between pre-configured statuses
- Automated notification options for deadlines and events (configurable email / SMS reminders)
- Full-fledged sales closure functions - from access to relevant product / service catalogues and other billing information to automated subscriber activation and service provisioning
- Automated data feeds to the company's back office (bulk loading of subscriber registration forms)
- Configurable sales commission calculation allowing for various rules / formulas
- Comprehensive reporting on sales lead management and sales operations, allowing to analyze statistics by salespersons, time periods, subscriber types, products, regions, etc.
- APIs for interfacing external sales support or CRM systems

Customer Service Features

All typical customer service operations are supported by Web Dealer, including capabilities to:

- Search for subscriber account information through a comprehensive set of criteria
- Access and view key subscriber data like current balance, account details, active services and packages, free minutes, payment history and more
- Change contact details
- Suspend / resume services
- Manage services – add, remove or configure (e.g. change *Friends & Family* numbers)
- Change tariff plan
- Change phone number
- Carry out SIM card replacement
- Query and print out call / charge details
- Send configuration data to subscriber's device – e.g. to configure Internet access

Furthermore, the following optional modules are also available:

- Trouble ticketing tool – allows users to register subscribers' requests and complaints and redirect them to the company's back office for processing
- Up-sale tool – offers users advice on up-sale opportunities and on the best way to handle a particular subscriber request
- Order management tool – enables users to handle and track service orders where fulfillment requires a number of manual steps and / or comprehensive workflow

Configuration & Administration Options

Company's administrators are provided with a way to customize almost every operation available in Web Dealer solution. Multiple options allow to tune the set of processes available to users, the choices available within each of those processes, and so forth.

A dedicated dealer management tool helps to configure dealer accounts, manage dealer details and commission calculation rules.

Comprehensive configuration options are provided to define user access rights. A role-based approach to user access control is implemented, so that basing on their roles users can be granted access to certain segments of the subscriber base only – for example, dealers can be restricted to only seeing subscribers that belong to a particular region or branch. Furthermore, the set of product / services the users can access and sell can also be restricted basing on their roles.

Built-in content management functions allow administrators to configure various content – from news articles and targeted region-specific messages to field labels and screen titles.