

KEY SOLUTION BENEFITS:

Shorter Time to Market for new services

- ✦ Increase competitiveness
- ✦ Increase revenue

Decrease OPEX

- ✦ Cost efficient management of the services

Turn capabilities into profit

- ✦ Re-use existing service and enablers to create new offerings
- ✦ Simplified handling of products, services and resources

Single view of customer across the enterprise

- ✦ Customer information sharing
- Integration of customer service, sales and marketing

Multi-channel service and product delivery

- ✦ Call Centre
- ✦ Self Care
- ✦ Dealer/Partner

CRM solution is designed to focus on Service Convergence and Next Generation Services. Convergence, in this context, is the removal of distinctions between different technology, protocol, topology, and platform, which breaks existing market limitations.



ZIRA

Our Solutions for Your Business Excellence

About ZIRA

ZIRA was founded in 1995, and has since established itself as a leading ICT Company in the region and beyond for Telecommunication industry, focusing on BSS/OSS.

We have always been on the leading edge of providing our customers with products and solutions that keep them ahead of their competition. ZIRA provides enterprise products that scale to the largest service providers needs.

By providing flexible, innovative technology, and fully up to standard and recognized solutions, we help our customers reduce costs by consolidating complex operations while growing their networks and service offerings to generate new revenue.

Our products are built on component technology, which enables companies to effectively manage billing accounts and customer relationships, while provide the best platform for the next generation of telecommunication services. Our products offer business integrity, convergence, greater efficiency, and cost effective growth.

Our innovative and unique solutions address the needs of both emerging and established Telecoms by providing market know-how at a fraction of the cost.

ZIRA

For more information about how ZIRA distinctive solutions and services can help you achieve high performance by creating, developing, delivering and managing innovative services more efficiently and effectively, please send us an email to: info@zira.com.ba or call +387 33 296-680

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ZIRA CUSTOMER RELATIONSHIP MANAGEMENT

tmforum

ORACLE Platinum Partner

ORACLE PARTNERNETWORK

ORACLE ORACLE BOOTCAMP DELIVERY PARTNER

Sun microsystems

MOTOROLA

CISCO

Customer relationship management functions embrace a wide area, from processes used to acquire new customer and to provide access to services, through ongoing handling of orders and complaints, to marketing promotions for new services.

ZIRA CRM offers fully featured customer management, with a real-time 360-degree view of customers and service information. It is designed for busy call centres, providing direct access to customer's entire service profile, billing and contact history as well as other vital customer care-related data.

ZIRA CRM offers rich CRM functionalities and business processes, designed specifically to meet all customers needs as a Customer Service Provider (CSP):

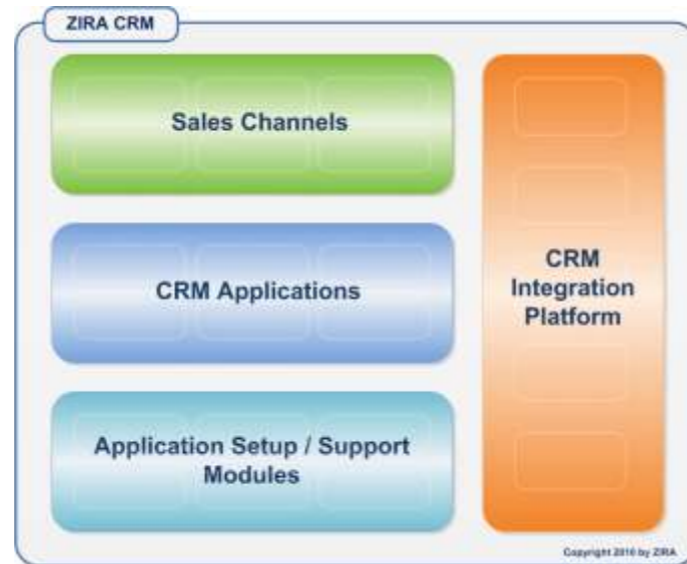
- ✦ the need for CSPs to focus on their customers in order to build profitable customer relationships
- ✦ to have a common/unified view of the customer across multiple services, and channels
- ✦ increased customer expectations for new, innovative services and applications
- ✦ the ever-increasing expectation of customer service and support, including access to self-service options that are convenient and consistent across all channels, and
- ✦ the need for CSPs to differentiate themselves by creating a unique and mutually-valuable customer experience

The ability to provide a comprehensive suite of CRM products positions ZIRA as an important partner for its customers, and also provides ZIRA with multiple paths for strengthening and expanding company ongoing customer relationships. On the other side, this improves CSP's customer services, reduces churn and increases sales.

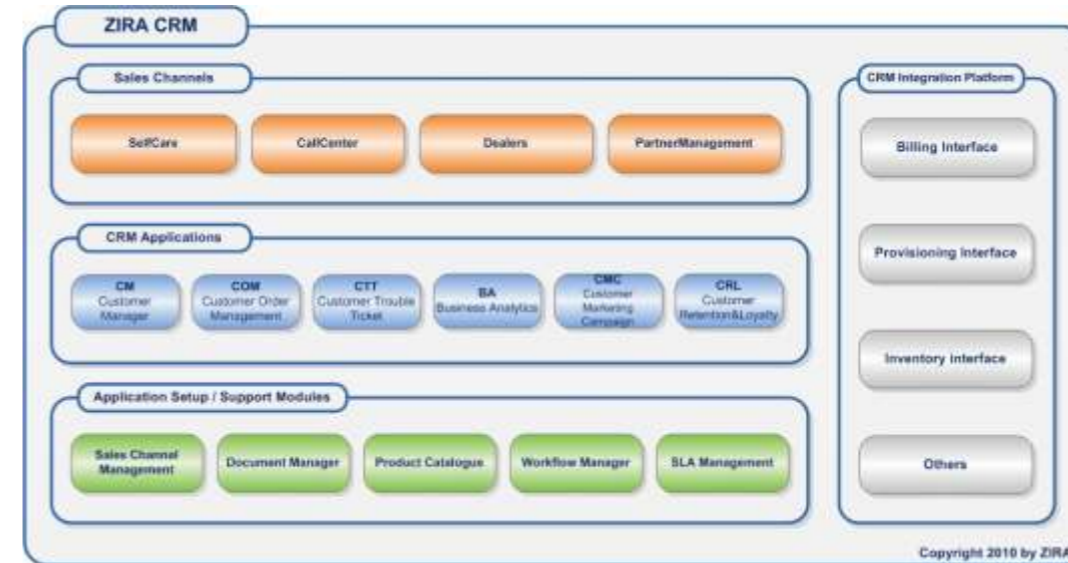
ZIRA CRM

ZIRA CRM integration platform introduce a Service Oriented Architecture (SOA) that offers unlimited flexibility to meet changes in technology, applications, and business processes regardless of the underlying service technology or the communication channels opened to customers.

With SOA deployment, ZIRA is enabling reuse of legacy systems and common services.



TOTAL CRM SOLUTION



In the area of CRM applications, ZIRA CRM solution includes among others two core modules: Customer Manager (CM) and Customer Order Management (COM).

CM is certainly an integral part of maintaining excellent customer relationship. CM includes a comprehensive and fully integrated set of functions, helping in providing the highest possible standard of customer relationship management. CRM customer-centric approach allows establishment and maintenance of complex customer structure and hierarchy, different customer segmentation, customer grouping in order to satisfy customer needs.

COM is a next-generation order orchestration solution that streamlines order handling processes combined with service fulfilment, brings up new emerging services and efficiently turning up high-volume mass-market services, as well as low-volume, highly complex order handling processes, all on one convergent platform. By enabling the accelerated and cost-effective delivery of new services and by automating and optimizing order change processes, COM empowers CSPs to deal strategically with ongoing change in the service lifecycle.

COM sets a new standard in unified ordering and sales management system. It is at the forefront of service delivery innovation utilizing the best in class technologies and worldwide accepted frameworks and recommendations (TMF –NGOSS, e-TOM, TAM, SID).

Through its flexible next-generation architecture, CRM supports one-stop customer care and one-stop order orchestration for all services and technology domains, as well as one-stop customer trouble ticket handling. This flexibility allows CSP to gradually rationalize and optimize over time the delivery of multiple services, including both traditional and next-generation services, on a common next-generation platform.

Thanks to innovative architecture the entire solution is built on a single Product Catalogue which is based on TM' standards –SID model. Product Catalogue provides a central product repository for service offerings. It reduced time-to-market thanks to various, easy ways of creating new product specifications or reusing existing.

All the functionalities of CRM modules are exposed and open as a web services to be use by any sales channel, and easily customized to different customer needs (CSP, End-user, Dealer, Partner).

