TECH mahindra

Tech Mahindra Streamlines Sales and Boosts Agility Using Salesforce Communication Cloud and CPQInnovative Telecom Solutions

Overview

The client, a leading French telecom provider operating in Belgium across both B2B and B2C segments, faced significant challenges due to fragmented CRM systems, with manual quote-to-order processes and Excel-based discounting resulting in long cycle times. To address these challenges, Tech Mahindra streamlined operations by implementing a B2B solution using Communication Cloud ESM and Industry CPQ with out-of-the-box processes. The transformation enabled seamless sales automation while simplifying B2C operations through a single-organization strategy that reused core components. This transformation accelerated time-to-market, improved automation, and enhanced customer experience, ultimately boosting operational efficiency and revenue growth.

Client Background and Challenge

The client, a French multinational telecom company based in Belgium with a revenue of approximately EUR 500 million, serves both B2B and B2C customers. Despite their strong market position, the client faced significant challenges:

- ▶ The B2B sales process was scattered across multiple systems and involved numerous manual steps, causing delays in contract completion and service provisioning for large deals.

- ▶ Discounting relied heavily on spreadsheet-based calculations, leading to inefficiencies.

- ▶ There was no unified 360-degree view of customers, limiting sales effectiveness.

- ▶ On the B2C side, the legacy monolithic product structure hindered the launch of new mobile tariff plans and promotions, resulting in a long time-to-market and high dependency on IT teams.

Our Approach and Solution

Tech Mahindra implemented a robust B2B and B2C transformation strategy to address the client's operational inefficiencies.

B2B Solution:

- ▶ Implemented a B2B solution using Communication Cloud ESM and Industry CPQ out-of-the-box processes.

- ▶ Enabled end-to-end sales automation through a seamless journey on a single CRM application—covering lead, opportunity, enterprise quote, frame agreement contract, and bulk order.

- ▶ Supported both short and long-term sales processes tailored for SOHO, SME, and corporate segments.

- ▶ Introduced an automated discount tool for large quotes, replacing Excel-based calculations.

- ▶ Enabled a bulk order enrichment feature to streamline order processing.

- ▶ Delivered a unified 360-degree company view to enhance sales insights and decision-making.

B2C Solution:

- ▶ Initiated simplification by adopting the B2B implementation model.

- ▶ Redesigned the existing monolithic product model into smaller, modular mobile plans that can be ordered independently, reducing time to market.

- ▶ Rebuilt the promo model by hosting promotions outside of Salesforce, enabling zero-touch launch and expiry of promos without IT involvement.

- ▶ Applied a single organization strategy to maximize reuse between B2B and B2C setups, reducing IT complexity and operational overhead.

Business and Community Impact

Tech Mahindra's solution delivered a significant business impact, helping the client achieve their growth and efficiency goals:

- **Increased Revenue:** Automating the sales process attracted more customers, enabled the delivery of additional services per customer, and supported the development of higher-value offerings, driving top-line growth.

- **Operational Effectiveness:** The introduction of standardized and centralized processes, combined with modern technology, improved flexibility while optimizing the total cost of ownership.

- **Innovation:** The solution combined standard platform capabilities with tailored user interface improvements, creating a streamlined experience while enabling a unified Single Org approach. This strategy promoted reuse between B2B and B2C systems, reduced system complexity, and lowered ongoing IT costs.

- **Partner Status Elevation:** The simplification of the B2B and B2C ecosystems enabled the smoother onboarding of new service providers, strengthening the client's market positioning and facilitating ecosystem expansion.

About Tech Mahindra

Tech Mahindra (NSE: TECHM) offers technology consulting and digital solutions to global enterprises across industries, enabling transformative scale at unparalleled speed. With 150,000+ professionals across 90+ countries helping 1100+ clients, Tech Mahindra provides a full spectrum of services including consulting, information technology, enterprise applications, business process services, engineering services, network services, customer experience & design, AI & analytics, and cloud & infrastructure services. It is the first Indian company in the world to have been awarded the Sustainable Markets Initiative's Terra Carta Seal, which recognises global companies that are actively leading the charge to create a climate and nature-positive future. Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies. For more information on how TechM can partner with you to meet your Scale at Speed™ imperatives, please visit https://www.techmahindra.com/.

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