



salamanca  
SOLUTIONS INTERNATIONAL

MAKING THE DIFFERENCE



OMEGA  
**CRM**



## **BUILDING AND MANAGING COMPLEX CUSTOMER INFORMATION**

The basic principles of Customer Relationship Management (CRM) support the need to know how to identify, differentiate and interact with the client to establish continuous learning and to offer a personalized service that is satisfactory for both, the customer and the company.

Omega CRM is a system that allows the telecom companies to have a vision of its client from which it can explore business opportunities.

Omega CRM provides detailed information about the services contracted by each customer manages the supply of multiple products and / or services and promptly creates service bundles specific to each type of customer.

Provides customers with tailor-made services, and will help to a telecom company to improve customer loyalty by creating attractive commercial offers.

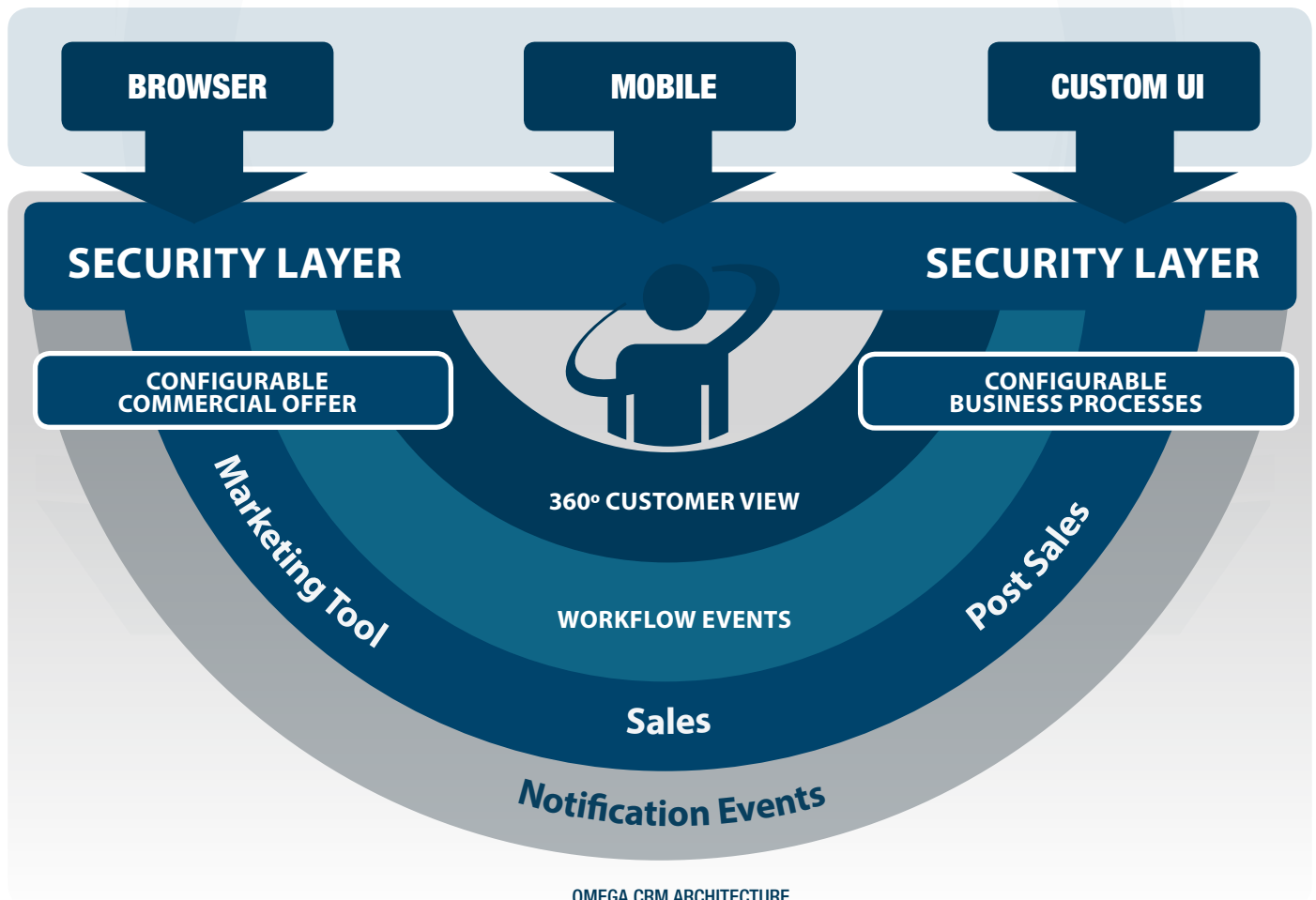


## KEY BENEFITS

- Client and service convergence
- Scalability
- Prepaid and pospaid services in a commercial offer
- Reduced time-to-market
- Configurable workflows
- Modular structure
- Easy Customization
- Integration flexibility

Omega CRM system is a business support system (BSS) to manage commercial offers, sale of products/ services and customer care administration.

## ACHIEVE THE INTEGRATION AND CONSOLIDATION OF BUSINESS PROCESSES UNDER A CONVERGENT VISION OF YOUR CLIENT





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## TECHNICAL SPECIFICATION

- VERSION
  - 2.0
- OPERATING SYSTEM
  - REDHAT ENTERPRISE V5.4
- DATABASE ENGINE
  - ORACLE DATABASE 11G R2
- APPLICATION SERVER
  - GLASSFISH V2.1.1

## PREPAID AND POSTPAID SERVICES FOR THE SAME SUBSCRIBER

### MARKETING TOOL

- The marketing tool module allows management and administration of commercial offers, it means new products or services according to market needs.

### SALES

- The sales module manages:
  - Convergent sales.
  - Direct sales of products and / or services.
  - Indirect sales to dealers.

### WORKFLOW

- This module allows easy configuration of workflows to meet your business needs.

### POSTSALES

- The post sales module allows management and administration of:
  - Customer care service transactions.
  - Contacts and complaints:
    - » Service requests.
    - » Claims and incidents.
  - Commissions:
    - Rules definition for internal and external representatives.
  - Loyalty:
    - Definition and execution of loyalty campaigns.

### INVENTORY AND POS

- The inventory module will manage and control inventories stocks. And the POS module will manage Point Of Sales, issuance of receipts, invoicing and daily auditing. Inventory and POS (Point Of Sales) are additional modules that can be easily integrated to any Enterprise Resource Planning System (ERP).



THIS PRODUCT IS PART OF THE



Customer Relationship Management

eTOM Framework

<b>TERA</b>	<b>WHOLESALE</b>	<b>BILLING</b>
<b>CRM</b>	<b>E-LEARNING</b>	<b>GEO INTELLIGENCE</b>

Services Management and Operations

<b>INTEGRATION</b>	<b>IT OPERATION</b>	<b>VIRTUAL WALLET</b>
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Resources Management and Operations

<b>MONITORING</b>	<b>GLOBAL ROAMING</b>	<b>MEDIATION</b>
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