



# From Manual to Modernized: Fulfilling the Perfect Order for Telecoms

How automation and AI are reshaping order management, decreasing fallout, and increasing revenue

**Einstein Recommendation**

Order #00004615 is at risk of fallout due to inventory shortage. Notify the customer of a suitable replacement.

[Verify data](#)

My Orders and Tasks    Likelihood of Fallout

Total Orders	Activations Failed	Avg. Hours from Order to Activation	% Orders in Jeopardy	#Tasks Pending
1000	12	1000	2%	90

Which Orders are Likely to Fallout?

There have been updates to your order #00004615

[View Order](#)

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# Introduction

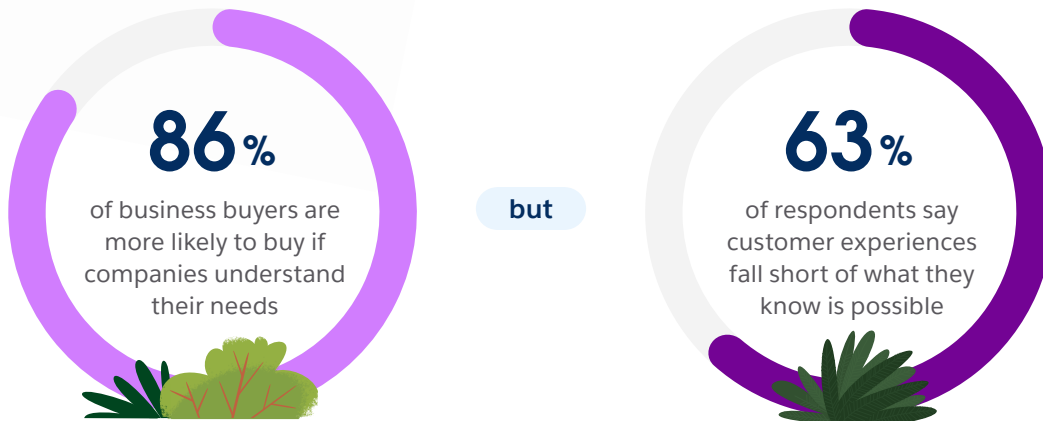
Order management has always been a complex process in the telecommunications industry. It's only becoming more intricate and multifaceted as companies move beyond offering only connectivity. Factor in [heightened customer expectations](#) and the business imperative to do more with less, and it's put the spotlight on optimizing the order fulfillment process. It's about modernizing the old, manual and time-consuming way of doing things.

Customers want a seamless and customized order process without the time-consuming back and forth with a sales agent, illustrating the need for an automated quote-to-order process to eliminate errors and reduce fallout. But standing in the way of a smooth quote-to-activation process are behemoth legacy systems full of manual processes that are rife with inefficiencies. It makes for a disjointed experience for the customer. It can also result in not realizing the full scope of a customer's needs, and that leaves potential revenue on the table. Combine it all, and telecoms are looking at increased potential for order fallout and decreased loyalty. It's why making investments to modernize systems and operations to put the customer at the center of everything is crucial.

That imperative underscores the importance of the "[perfect order](#)," the process at the heart of every successful communications service provider. By automating manual back- and front-office tasks and utilizing AI technology to optimize the order process, you can not only increase productivity and cost savings but also create a better customer experience. Prospective customers want to easily place an order, and existing customers want to be able to look up their account information and/or track the status of their order, whether that's on your website, app, portal, or dealing with an agent. That's especially true today, as telecom companies increasingly offer a number of additional services or products – anything from infrastructure utilization such as fiber cables to cloud services.



The success of your business depends on delivering that efficiently while also getting the most out of the sales process with intelligent insights to ensure you're delivering the best possible offer to the customer. This turns prospects into customers, intensifies loyalty of existing customers, and allows you to get the most value out of that relationship by ensuring you're delivering on all of their needs.



[Salesforce State of the Connected Customer, Sixth Edition](#)

Using artificial intelligence (AI) to speed up and optimize the quoting, contracting, and ordering process allows companies to:



Reduce complexity to decrease errors and save time.



Provide transparency so customers can check on activations in real time.



Dynamically configure orders with customized insights for the most optimized plan possible.



# Unifying your company's data is a critical step

When planning to implement an AI system, there are steps you need to take first, namely getting your company's data in order. Relevant and accurate historical data must be accessible in a unified location for AI to be effective. This includes data like previous orders, customer interactions, pricing history, and product configurations. This also allows the company to scale as business grows.

It's also essential that the success of your AI is built on [trust](#). To achieve this, ensure all of the proper guardrails are put in place to ensure outcomes and decisions made by AI models are effective, accurate, and free of bias and toxicity. Also, update your security guidelines to include trust standards like [data masking and zero retention](#) to ensure your data remains safe. This is all made easier if you have a platform that can integrate seamlessly with AI technology without requiring excessive customization or overhaul.



# The role of generative AI in enhancing order processes

Generating orders manually with CPQ (Configure, Price, Quote) and pricing engines often involves several challenges that can hinder efficiency, accuracy, and time to close. These systems can be complex and require extensive training, making them difficult for new users to navigate. Performance and scalability issues can arise as data volume and rule complexity grow, potentially slowing down the quoting process and frustrating users.

CPQ systems often lack the flexibility needed for quick customization and changes to eligibility rules – for example, whether certain products can be sold together – lead to high maintenance costs and difficulties in adapting to market changes swiftly. The reliance on manual data entry further increases the risk of errors and potential delays in fulfillment. Generative AI drawing on vast datasets can optimize and personalize product recommendations and next steps. This technology offers scalable, flexible solutions that traditional systems struggle to provide.

Generative AI can dynamically and quickly generate accurate quotes. Connecting your quoting system to your order management system helps ensure that the right customer is getting the right types of products. To do this, the technology draws from historical data, customer data (such as preferences and previous interactions), and market trends from external sources such as offerings from competitors.

This capability allows for optimized customer experiences that can adapt in real-time to changing conditions. This is especially important due to the complicated and ever-changing nature of eligibility rules and business requirements, which the technology has the ability to access as part of its data set. AI can ensure that suggested quotes are feasible and optimal by assessing product compatibility, service feasibility, and pricing structures. This guarantees that each order meets technical and logistical standards and aligns with strategic business goals and customer expectations. It's a pathway to become more agile and responsive in a competitive market.



# AI ensures accuracy and optimizes fulfillment

Integrating predictive AI to order generation – whether it originates in a self-service portal or through an agent – enhances efficiency by automatically populating detailed order attributes such as service types, bandwidth needs, and installation schedules. This is tailored for sales teams and operational staff, and integrates seamlessly with customer relationship management (CRM), enterprise resource planning (ERP), and network management systems to ensure accuracy and optimize order fulfillment. Having agents well-versed in the technology to provide personalized offerings, relevant historical data, and next-step recommendations is also important for when a customer does want to interact with a human.

Predictive AI proactively sets reasonable delivery dates and accounts for possible delays based on factors like inventory and backlogs. It will alert fulfillment managers if an in-flight order is at risk for delay so they can notify the customer and establish a new fulfillment date (often a field service dispatch date for on-site installations).

This helps [prevent order fallout](#), the failure of an order to be fulfilled successfully. That can happen due to a number of factors, including errors, inefficiencies, or technical issues in the order management process. Order fallout can occur at various stages of the order lifecycle, from lead capture to configuration and field deployment to activation. The resulting delays in fulfillment can result in customer dissatisfaction, the order being canceled, and ultimately lost revenue.

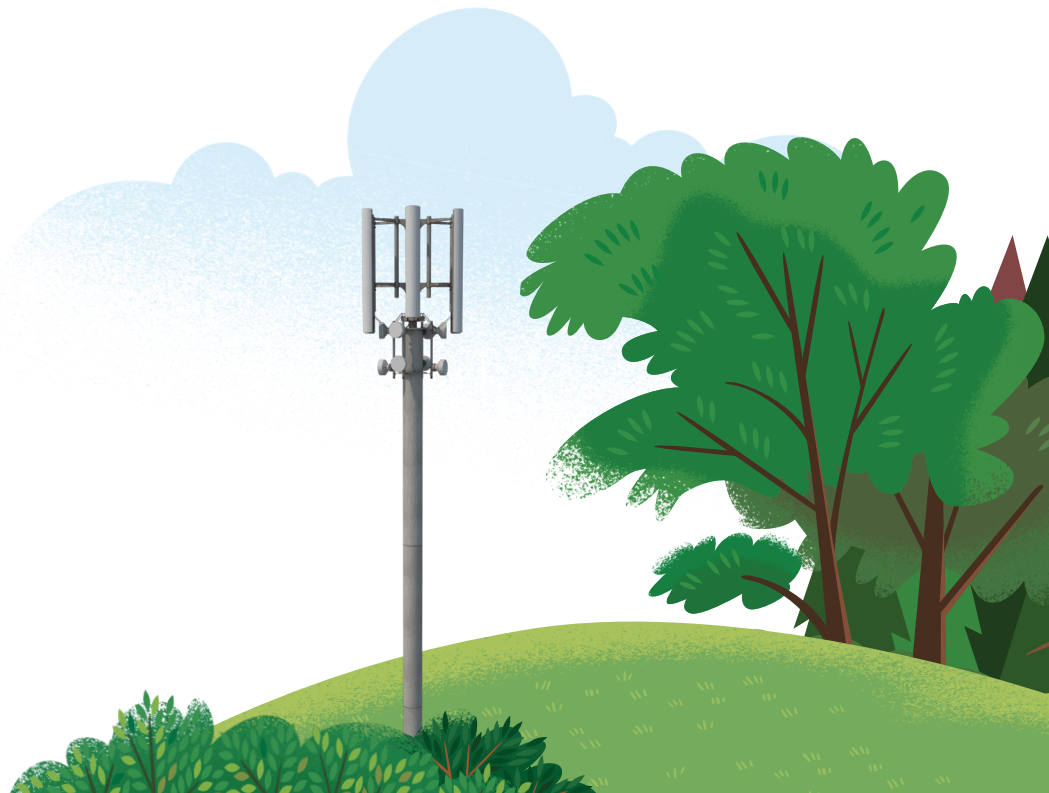
The screenshot displays a user interface for order management. At the top, there are navigation tabs: 'Catalog', 'Cart', 'Solution Details', 'Details', and 'Related Lists'. The 'Cart' tab is active, showing a 'Cart (1)' section with a sub-section 'Products in your Cart (1)'. This section contains a table with columns for 'Quantity' and 'Add' buttons. Below the cart, there are 'One Time Change' and 'Recurring Change' options with values of '\$0.00' and '\$5.00' respectively. On the left, a 'Catalog Preview' sidebar shows a search bar, a 'SMB' category dropdown, and 'Qualified' and 'Disqualified' filters. On the right, a 'Top Drivers' panel lists 'Zipcode does not have good delivery for CPE' and 'Order # 00004615 Order # has the highest probability to Fail after submission'. Below this, a 'Recommendations' panel offers 'Minimise Order Fallout' with a dropdown menu and a 'Create Tasks' button. The interface is decorated with a blue cloud graphic at the top left and a colorful hummingbird illustration at the bottom right.

## How perfect order management looks from start to finish

We discussed the nuts and bolts of fulfilling the “perfect order” above, but here’s how it’s applied in your daily work:

Say the tech company needs high-speed internet for 100 employees and enterprise-level phone systems. Generative AI can assist a seller in quickly generating an estimate for these services that includes service descriptions, pricing options, implementation time, and potential upgrades and add-ons.

Once the proposal is accepted, your team can use the AI system to coordinate implementation, monitor progress, and flag any potential issues. You can also provide your customer a self-service portal so they can track status along the way. This brings together all the logistics involved in an order – from different fulfillment locations to delivery and installation dates to field technician availability. This way, an agent has a single source of truth into variables such as where the inventory is coming from and when, what technicians will be on site, and installation dates. The whole process eliminates delays by reducing errors, and provides transparency throughout the process.

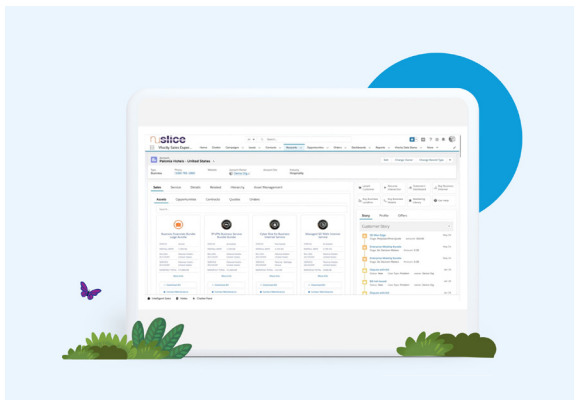




# Fulfilling the perfect order is paramount to telecoms' success

The future success of telecommunications companies depends on more than simple connectivity. It's an age of intense competition and heightened customer expectations that can result in higher costs due to dissatisfaction or eventual customer churn if their needs aren't met quickly. Improving quoting efficiency and accuracy with generative AI, and enhancing order fulfillment with the utilization of predictive AI is one of the most important steps to take in modernizing your telecommunications company.

A modern, unified platform integrated with AI technology and powered by your company's secure data ensures you're giving your customers exactly what their business needs dictate almost instantly. It also allows your agents to be more efficient and productive. Simply put, if your company is taking days to manually construct proposals, quotes and fulfillment, you'll be left behind. Ensuring prospects are turned into customers and their needs met quickly and efficiently by fulfilling the perfect order the first time is essential to growth and profitability.



## Fulfill the Perfect Order

Accelerate the quote-to-activation process, increase personalization, and minimize fallout with an order management system built for telecom.

[CHECK OUT THE DEMO](#)





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