



ERICSSON ORDER CARE

IMPROVE THE CUSTOMER EXPERIENCE THROUGH EFFICIENCY AND ACCURACY

A proven order management platform for handling automated workflows and manual work activities across services, systems and groups.

Order processing requires a great deal of coordination between departments and partners. You may be using multiple order entry mechanisms, process flows and order engines – all of which add complexity and make end-to-end workflow integration quite a challenge.

Ericsson Order Care changes that. It's a centralized, catalog-driven order management solution that orchestrates order capture and processing by automating workflows and coordinating manual work activities across services, systems and groups. It streamlines order management through negotiation, validation, decomposition, routing and status tracking. It handles multisite, multiservice order structures with configurable workflows, along with flexible policies to fulfill partial orders, escalate stalled orders and roll back failed or cancelled orders. Ericsson Order Care also provides updates to external systems to reflect real-time order status. Plus, its strong fallout management capabilities let you efficiently handle exceptions and notifications, so you'll know quickly if and when customer requests can be fulfilled.

Manage the order lifecycle from entry to fulfillment

Ericsson Order Care lets you exploit your network and system investments while meeting increasing order capture, fulfillment and settlement challenges. So your customers can order what they want, when they want it, and how they want it delivered.

Ericsson Order Care makes sure orders are clean and accurate, resulting in fewer downstream billing errors, reduced adjustments, radically reduced fallout, improved customer satisfaction and quicker time-to-revenue.

It enables a deep, 360-degree view across your distributed workflows, and automates and optimizes order-to-cash processes for any product offer, any service, any order type, over any network technology. The solution allows you to customize your workflows and business logic to ensure consistency, operational efficiency and rapid product deployment.

Using a real-time, scalable, high-performance workflow engine, Ericsson Order Care lets you access data across your existing systems conveniently and

consistently, without changing the underlying systems. The system can be configured to leverage Ericsson Catalog Manager, external catalogs and existing business support system (BSS) or operations support system (OSS) infrastructures.

Make a great first impression

With its order negotiation capability, Ericsson Order Care lets you manage the lifecycle of the customer and their orders. Once they're on board, you present your customers with available product offerings, providing a

Ericsson Lead-to-Service solutions offer a flexible, proven approach for managing the entire fulfillment lifecycle with comprehensive catalog, order, inventory and provisioning management. They automate order handling, provide inventory accuracy, activate services in minutes, speed fallout resolution and provide data federation – helping you leverage all of your resources, so you can speed services to market, lower operational costs and reduce total cost of ownership across a complex supply chain.

1

Achieve higher efficiency by using a single system to manage automated order processing and manual work activities

2

Increase operational speed by rapidly customizing workflows, business logic and system interfaces

3

Improve visibility through more detailed reports and analytics to drive continuous process improvement

seamless and flawless purchase experience. With a user-friendly wizard of your own design, you guide customers through the order capture process, including quoting, selling, ordering, validating and approving credit. These screens present and capture data for any product or service and any order type, and can be used by any channel – your customer service representatives, your partners or via customer self-service.

As Ericsson Order Care integrates with multiple downstream systems, it extends well beyond the functionality provided by today’s billing and customer relationship management (CRM) systems, while giving you a 360-degree view of all orders and ordering processes.

Sell more, sell better

Ericsson Order Care makes it easy for you to present targeted offers and promotions to your customers. This allows proactive upsell and cross-sell opportunities during customer interactions. Product information is automatically obtained from Ericsson Catalog Manager, built on the same platform as Ericsson Order Care, or from any other application using standard and open APIs.

With Ericsson Order Care, people across your groups and channels can manage the complete order lifecycle, from entry through fulfillment to close-out. You can easily build customized views, screen layouts and reports to support the varying operational needs of partners, sales, customer care and provisioning. Customer orders can be captured and tracked by any of these channels using interfaces that you can design and customize to meet your specific needs.

For your business and enterprise customers, you can also personalize products and services, along with their presentation, for either individual customers or customer accounts. Business and validation rules are easy to configure and manage, and ensure that orders are completely and accurately captured prior to distribution to downstream systems.

Manage exceptions and jeopardy better

Manually resolving fallout often results in inconsistent exception-handling practices, difficulty in keeping up with high volumes, and high training costs. Ericsson Order Care can manage unplanned exceptions and error messages created during service order processing, as well as planned activities requiring manual work efforts in the office or in the field. Event triggers and associated business logic can automatically intercept problems and initiate resolution handling without human intervention, handling close to 100% of broken or incomplete orders.

Rollbacks return a process run in error or not able to complete to its original state. Orders can be intercepted in-process and changed without rebuilding the order from scratch. In addition, the system recognizes that some activities, perhaps the result of a truck roll, should not be rolled back.

Proactive jeopardy management tracks failures and predicts future failures through intelligent threshold and behavioral analyses. Service providers can create a high-value customer experience by understanding both the cost of a problem and the value of the customer.

Optimize manual work activities

Ericsson Order Care handles a range of manual work activities that normally arise during the course of business, from service order fallout to installing a set top box at a customer site. Appropriately qualified people are assigned a prioritized and balanced work load. Ericsson Order Care can also support project management activities in product management, provisioning, assurance, engineering and network build.

Through ongoing data collection and analysis, it optimizes the distribution and management of planned work items and exceptions, and enables sharing of workload across geography, capability and availability.



It uses configurable business rules, intelligent prioritization and work assignment so that work items can be prioritized by type of service, customer, geographic data or other user-defined criteria. The system then coordinates and tracks the status of these activities across disparate services, systems and groups.

Use your rules and your processes for your orders

Use a catalog-driven approach to handle all of your order types. Manage both short transaction-oriented mobile service orders and those that may take weeks to complete, such as network change orders. Ericsson Order Care has predefined and integrated process templates and reusable business rules and data models to get you started. With the rules-based engine, workflows can be modeled, engineered and extended to reflect the way you decompose and route your orders. Use and reuse telecom-aware workflows for faster time-to-market – workflows that are certified to meet TM Forum standards, so you can accelerate your project deployments. All of these features are enabled through an intuitive graphical user interface (GUI) so that your business analysts can rapidly configure, test, deploy and update order management functionality.

Get the information you need

Ericsson Order Care comes with an order analytics tool that provides a customizable reporting framework. You get end-to-end visibility of overall order status, so you can proactively manage and improve your processes, track status trends and analyze historical information. From a centralized dashboard, the user can proactively identify fulfillment problems and trigger automated mitigations before customers or operations are impacted. You can also use your key performance indicator metrics to optimize the productivity of your staff, with custom views of work history for technicians, project managers, and supervisors.

Improve your lead-to-service efficiency

Ericsson Order Care is a proven order management platform that automatically coordinates the entire order process, while efficiently handling planned and unplanned manual work activities. With Ericsson Order Care, you can:

- Lower operating costs by handling service orders and exceptions in a systematic fashion

- Shorten the overall time to process orders by routing relevant work items to the right system or user at the right time
- Handle every step: order negotiation, validation, decomposition and provisioning, while reducing the rate and duration of fallout
- Use specific and quantified feedback to improve operations
- Pinpoint the status of service orders at any point in the process
- Tailor business rules and reporting to meet your business objectives
- Consistently manage fallout in a repeatable and systematic way.

Contact us to learn more about how the unique features of Ericsson Order Care can improve your lead-to-service efficiency. Ericsson can also support you with expert consultants who will review your operations and prepare a practical business analysis to improve your order and manual work management processes.

AT A GLANCE

Ericsson Order Care helps you increase product and service profitability by letting you:

- Use your business rules to automate system interactions and speed manual work throughout the entire order management lifecycle
- Take advantage of 100% configurable rules and workflows creation and fully customizable reports and dashboards
- Better manage the order management process by gaining an end-to-end perspective
- Use pre-integrated Ericsson Catalog Manager to consistently and dynamically drive service order processing.