

# Airtel Business Bullseye

Prospect Management Simplified

NoemDek



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## Page Flow and Functionality

The application will have the following primary menu functions

- **Login Page:** The login page is already done. The only thing that should be changed is the logo and slogan. The new application name is “airtel Bullseye” and the slogan is “prospect management simplified.” The application name should be featured before the name of each page (e.g. airtel Bullseye – Login, airtel Bullseye – Welcome)
- **Dashboard:** The Dashboard will be simplified. We can remove all the charts now. It will have a welcome note from the Division Director and a table showing the user’s name, title, supervisor name and title and a few statistics on opportunities and customers created.
- **Customer:** All users can view and create and view customers. The customer should always be the first thing a user creates. All opportunities will be tied to customers and all contacts will be tied to customers. The customer should be the central point of the application/database.
  - **Create a new customer:** When creating a new customer, it is MANDATORY for the user to add two new contacts for that specific customer before the system will save that customer in the database. Therefore, an option to add new contacts to a customer must occur in the create new customer page.
  - **Create a new contact:** The user can create additional contacts after creating a new customer. However, a contact must always be tied to a customer.
  - **View customers:** The user will be able to see a table summarizing all customers. This is similar to what is on the site.
  - **View contacts:** The user will be able to see a table summarizing all contacts. In the future, users will be able to export their contacts to their phone.
- **Opportunities:** All users will be allowed to create and view opportunities.
  - **Create an opportunity:** The opportunity will be driven by customer. Therefore, a user will be asked to select a customer first or create a new customer prior to creating an opportunity. The “create new opportunity” page will have two sections of fields: non-product related and product related fields. The product related fields will be generated after the user selects the type of product. The non-product fields will apply to all opportunities. There should be two areas where a user can click on the “create new opportunity” button. In the customer section, and in the opportunity section.
  - **View all opportunities:** A user will be able to see all opportunities within their tree in a summary table similar to what is already on the site. This means a Level 1 user can only see opportunities that they have created. A level 2 user will be able to see opportunities of all those who report to him/her. A level three user will be able to see all opportunities of those who report to him/her and their subordinates.
  - **Closing an opportunity:** A user can close an opportunity by changing the stage to “closed.” The system must prompt the user when this happens to attach a file with the purchase order for that opportunity and enter the closing date (it will be pre-populated with today’s date). Otherwise, the user will not be able to close the opportunity.
- **Statistics:** This section will allow a user to run reports and create charts.
  - **Stat Tables:** This section will provide an interface for the user to query the database. The user will be able to generate tables based on different criteria. Some of the standard tables that the user would be able to select from a drop down will be:
    - Total value of opportunities by vertical
    - Total value of opportunities by subvertical
    - Total value of opportunities week, month, year (over a time period)
    - Total value of opportunities by customer
    - Number of new customers by month (over a time period)
    - Number of new opportunities by month (time series)
  - **Charts:** This will create charts based on the user level and analytics defined in the stat tables. The user will be able to see the charts for data in their tree and a group/division level view.
- **Product:**

- **Create/Edit new product:** This is only available for Level 3 users and above. Level 1 and 2 users will not see this option. It should allow them to select and label new product fields etc. We will build this functionality last. In the interim, we will define the new products for them.
- **Help:** This section will provide a user guide and a form for users to report errors
- **Admin:** This section allows the user to change key settings.

### Types of Users/Roles

The application is primarily for the sales team at Airtel. All users will be able to use the system to create new opportunities, new customers and analyze their performance against targets. Each key account manager will own a customer and all opportunities associated with that customer. However, their supervisor or line manager can transfer a customer to another sales agent.

The sales team has four primary levels which is directly linked to the type of users the application will need to have. The levels are as follows:

- Key account manager (lowest level – Level 1): Each key account manager will be assigned to a segment and region.
- Regional/Segment manager (Level 2): In addition to all level 1 functionality, the level 2 user can create new Level 1 users and assign them to a specific segment/region. They can also set targets and achievements for each level 1 user.
- Head of Sales (Level 3): In addition to all level 2 functionality, the head of sales can create level 2 users.
- Divisional Director (Highest Level – Admin): Can create new users across all levels below him/her and assign users the right

		Create Users	Delete Users	Assign Segments	Transfer Customers	Assign Regions	Create new segments and regions	Create/ Edit products
<b>Key account manager</b>	Level 1	No	No	No	No	No	No	No
<b>Regional manager OR Segment manager</b>	Level 2	Yes (Level 1)	No	Yes (Level 1)	Yes (Level 1)	No	No	No
<b>Head of Sales</b>	Level 3	Yes (Level 1 and 2)	Yes	Yes (Level 1 & 2)	Yes (Level 1 & 2)	Yes (Level 1 & 2)	Yes (Level 1 & 2)	Yes (Level 1 & 2)
<b>Divisional Director</b>	Level 4	Yes (All Levels)	Yes	Yes	Yes	Yes	Yes	Yes

## Welcome Message

Welcome (user firstname)

We are pleased to welcome you to our new prospect management tool – airtel Bullseye. This tool is extremely simple to use and all sales managers are expected to commit to entering and monitoring all their opportunities through this tool. Essentially, you should use this tool religiously as the benefits are tremendous.

The tool allows you to handle the following primary tasks:

- Create and monitor opportunities/leads
- Consolidate customer contact information
- Monitor targets and achievements

The tool is fairly intuitive to learn. However, you should definitely read the instructions/guide. Also, do not hesitate to reach out to [airtelsupport@noemdek.co.uk](mailto:airtelsupport@noemdek.co.uk) if you need any assistance.

We are confident you will be a great asset to Airtel Business. Below is a summary of your current achievements.

### Individual Statistics

Name	FirstName LastName
Job Title	<< insert job title>>
Segment	<< insert segment >>
Region	<< insert region >>
Supervisor name	<< insert supervisor job title>>
Supervisor title	<< insert job title>>
Opportunity (achieved)	<< insert opportunity achieved >>
Opportunity (target)	<< insert target achieved >>
% of Target Achieved	

### Group Statistics

% of Target Achieved	
Customer acquisitions	<< new customers with a closed opp >>/<<cust. Target>>
GSM	<< total GSM revenue closed >> / << GSM target>>
Solutions	<< total Solutions revenue closed >> / << GSM target>>
Devices	<< total Devices revenue closed >> / << GSM target>>
Value Added Services	<< total VAS revenue closed >> / << GSM target>>
Total	

Best of luck this year!

Tawa Bolarin  
Director, Airtel Business

## Opportunity Page

### [Create a new opportunity](#)

#### **Independent Fields**

Independent Field Name	Column	Field Type	Comments
Opportunity Name	Left side	Standard text field	
Identified date	Left side	Standard date field (calendar option)	(pre-populated with today's date)
Expected close date	Left side	Standard date field (calendar option)	
Stage	Left side	Drop down menu	Options already on the site
Product	Left side	Drop Down menu	See list of products below
Next action	Right side	Standard text field	
Next action date	Right side	Standard date field (calendar option)	
Sales Person (pre-populated/fixed)	Right side	Not editable	Name of sales person that created the opportunity OR is currently creating the opportunity
Internal Notes	Right side	Large text field	Same as currently on the site

#### **List of Products (Drop Down Menu) in Opportunity Section**

##### GSM

- New activations Pre-Paid
- New activations Post-Paid
- MNP Pre-Paid
- MNP Post-Paid

##### Solutions

- Dedicated Internet
- National Leased Lines
- International Leased Lines
- PRI
- APN Over Internet
- APN Over Leased Lines

##### Devices

##### Value Added Services

- Conference Calls
- Toll Free
- Corporate CRBT
- Bulk SMS
- Mobile Advertising
- Mobile switchboard
- Smart Number
- Smart track
- Smart Surveillance
- Other

## Product Field Options

The field choices a user has when creating a new opportunity will change based on the product selected. Level 3 and above users should be able to edit the product fields that appear when a particular product is selected.

### New Activations Pre Paid

	Quantity (Number of Lines)	One time fee (e.g. SIM cost)	Annual recurring fee
Voice	Standard number field	Standard number field	Standard number field
Data	Standard number field	Standard number field	Standard number field
Bundle (Voice + Data)	Standard number field	Standard number field	Standard number field

### New Activations Post Paid

	Quantity (Number of Lines)	One time fee (e.g. SIM cost)	Annual recurring fee
Voice	Standard number field	Standard number field	Standard number field
Data	Standard number field	Standard number field	Standard number field
Bundle (Voice + Data)	Standard number field	Standard number field	Standard number field

### MNP Pre Paid

	Quantity (Number of Lines)	One time fee (e.g. SIM cost)	Annual recurring fee
Voice	Standard number field	Standard number field	Standard number field
Data	Standard number field	Standard number field	Standard number field
Bundle (Voice + Data)	Standard number field	Standard number field	Standard number field

### MNP Post Paid

	Quantity (Number of Lines)	One time fee (e.g. SIM cost)	Annual recurring fee
Voice	Standard number field	Standard number field	Standard number field
Data	Standard number field	Standard number field	Standard number field
Bundle (Voice + Data)	Standard number field	Standard number field	Standard number field

### Dedicated Internet

Field Label	Field Type	Comments
Capacity per location	Standard number field	Integers only
Number of locations	Standard number field	Integers only
Value per location	Standard number field	NGN currency
End Location (City)	Standard text field	
End Location (State)	Drop down menu	List all states in Nigeria
Total installation cost	Standard number field	NGN currency
Annual recurring fee	Standard number field	NGN currency

### National Leased Lines/MPLS

Field Label	Field Type	Comments
Number of locations	Standard number field	Integers only
A-point Location (City)	Standard text field	
A-point Location (State)	Drop down menu	List all states in Nigeria
B-point Location (City)	Standard text field	
B-point Location (State)	Drop down menu	List all states in Nigeria
Capacity required	Drop down menu	1 MB, 2MB, 4MB, 5MB, 6MB, 8MB, 10MB, 15MB, 20MB, 25MB, 30MB, 45MB (DS3), 50MB, 60MB, 80MB, 100MB, 1 STM, 2 STM, 3 STM, 4 STM, 5 STM, 1 GIG
Total installation cost	Standard number field	NGN currency
Annual recurring fee	Standard number field	NGN currency

#### International Leased Lines/MPLS

Field Label	Field Type	Comments
Number of locations	Standard number field	Integers only
A-point Location (State)	Standard text field	
A-point Location (Country)	Drop down menu	List all countries in the world
B-point Location (State)	Standard text field	
B-point Location (Country)	Drop down menu	List all countries in the world
Capacity required	Drop down menu	1 MB, 2MB, 4MB, 5MB, 6MB, 8MB, 10MB, 15MB, 20MB, 25MB, 30MB, 45MB (DS3), 50MB, 60MB, 80MB, 100MB, 1 STM, 2 STM, 3 STM, 4 STM, 5 STM, 1 GIG
Total installation cost	Standard number field	NGN currency
Annual recurring fee	Standard number field	NGN currency

#### PRI

Field Label	Field Type	Comments
Installation location (City)	Standard text field	
Installation location (State)	Drop down menu	List all states in Nigeria
Number of DOD units	Drop down menu	30, 60, 90, 120
Number of DID units	Standard number field	Integer
Total installation cost	Standard number field	NGN currency
Annual recurring fee	Standard number field	NGN currency

#### APN over internet

Field Label	Field Type	Comments
Number of units	Standard number field	Integer
Total installation cost	Standard number field	NGN currency
Annual recurring fee	Standard number field	NGN currency

#### APN over leased lines

Field Label	Field Type	Comments
Number of locations	Standard number field	Integers only
A-point Location (City)	Standard text field	
A-point Location (State)	Drop down menu	List all states in Nigeria
B-point Location (City)	Standard text field	
B-point Location (State)	Drop down menu	List all states in Nigeria
Capacity required	Drop down menu	1 MB, 2MB, 4MB, 5MB, 6MB, 8MB, 10MB, 15MB, 20MB, 25MB, 30MB, 45MB (DS3), 50MB, 60MB, 80MB, 100MB, 1 STM, 2 STM, 3 STM, 4 STM, 5 STM, 1 GIG
Total installation cost	Standard number field	NGN currency
Annual recurring fee	Standard number field	NGN currency

#### Devices

Field Label	Field Type	Comments
Device Type	Drop down menu	Samsung, iPhone, Techno etc. (list popular phone brands)
Number of units	Standard number field	Integer
Total value	Standard number field	NGN currency



#### Value Added Services

All value added services should have the following fields:

Field Label	Field Type	Comments
Quantity	Standard number field	Integer
One-time cost	Standard number field	NGN currency
Annual recurring fee	Standard number field	NGN currency

#### [Change Opportunity Stage](#)

LOST: When a user selects lost as the stage, a dialog box or new page appears requiring the user to enter two fields

Field Name	Field Type	Comments
Lost reason	Standard text field	
Lost date	Standard date field (calendar option)	(pre-populated with today's date)

CLOSED: When a user selects closed as the stage, a dialog box or new page appears requiring the user to enter two fields

Field Name	Field Type	Comments
Purchase Order attachment	Attachment prompt (pdf file)	
Closing date	Standard date field (calendar option)	(pre-populated with today's date)

#### [View Opportunities](#) (*Landing page for opportunity page*)

This will show a list of all opportunities in the person's tree. It will also give Level 2 users and above the ability to CONFIRM the value of closed opportunities and APPROVE it to officially consider the opportunity closed.

## Customer Page

### [Create a new customer](#)

Field Name	Type	Field Type	Comments
Company Name	Required	Standard text field	
Street # and Name	Required	Standard text field	
City	Required	Standard text field	
State	Required	Drop Down menu	All states in Nigeria
Phone	Required	Standard text field	Require standard format
Fax	Required	Standard text field	Require standard format
Email	Required	Standard text field	
Website	Optional	Standard text field	
Annual turnover	Optional	Standard text field	
Number of employees	Optional	Standard text field	
Number of domestic branches	Optional	Standard text field	
Number of int'l branches	Optional	Standard text field	
Region	Required	Drop Down menu	Lagos, North, South, West
Vertical	Required	Drop Down menu	<ul style="list-style-type: none"> <li>- Carrier</li> <li>- Financial</li> <li>- Manufacturing</li> <li>- Oil &amp; Gas</li> <li>- Public Sector</li> <li>- Services</li> </ul>
Sub vertical	Required	Drop Down menu	The sub vertical options that appear should be based on the selected vertical
Upload your avatar			

Once a user has completed this form. They will be required to create 2 new contacts for that specific customer before it will allow them to complete the new customer creation process.

### [Create a new Contact Person](#)

Field Name	Type	Field Type	Comments
Title	Required	Drop Down	Mr, Mrs, Miss
First Name	Required	Standard text field	
Last Name	Required	Standard text field	
Job Position	Required	Standard text field	
Email	Required	Standard text field	
Company	Required	Standard text field	
Main Contact Person	Optional	Standard text field	
Upload your avatar			

### [View Customers \*\(Landing page for customers\)\*](#)

This will show a list of all customers in the person's tree. It will also give Level 2 users and above the ability to reassign customers to another key account manager within their tree using a drop down box to select the new user.

## Admin Page

### Profile

Each user can edit their profile, change their picture, change their password etc.

### User management

Certain user levels should be able to create new users, assign them to a specific segment, reset user passwords etc.

### Setting targets

Certain user levels should be able to set targets across five key areas:

- Customer acquisition (integer field)
- GSM (number field, currency)
- Solutions (number field, currency)
- Devices (number field, currency)
- Solution (number field, currency)

## Product Page

The two highest user levels will have the ability to create new products and set the fields for those new products. Any product created will automatically appear in the drop down menu in the opportunities section (when a user is creating a new opportunity). The fields defined for each product will also appear in that section whenever a user selects that specific product.

The user will also be able to modify a product already created by deleting or adding new fields.

## Statistics Page

This section will allow a user to run reports and create charts

It will provide an interface for the user to query the database. The user will be able to generate tables based on different criteria. Some of the standard tables that the user would be able to select from a drop down will be:

- Total value of opportunities by vertical
- Total value of opportunities by subvertical
- Total value of opportunities week, month, year (over a time period)
- Total value of opportunities by customer
- Number of new customers by month (over a time period)
- Number of new opportunities by month (time series)

## Navigation Menu

This Navigation Menu will follow this order:

Dashboard

Customer

- Customers
- Contacts

Opportunities

Statistics

- Stat Tables
- Charts

Product

Help

Admin