

SOLUTION BRIEF

HANSEN FOR OMNI-CHANNEL

Transactional continuity across all sales channels

In multi-platform environments, sales channels often become silos, resulting in propositions that vary in ways that are hard to reconcile, undermining customer confidence and market credibility. Critically, businesses often fail to recognize that ‘multichannel’ isn’t enough — today’s customer often ‘channel hops’ across call center, web portal, mobile app or store in the course of a single transaction and expects his or her sales journey to be followed.

Hansen for Omni-channel brings rationalized control of the business proposition, a transparent and seamless buying experience for the customer, and a fully integrated sales environment. Hansen’s solution provides a unified management platform for products and services, abstracted from individual sales channels. The business can offer a consistent set of propositions through an integrated sales process that lets customers initiate and complete transactions effortlessly across as many channels as they want to use.

Unified and channel-specific

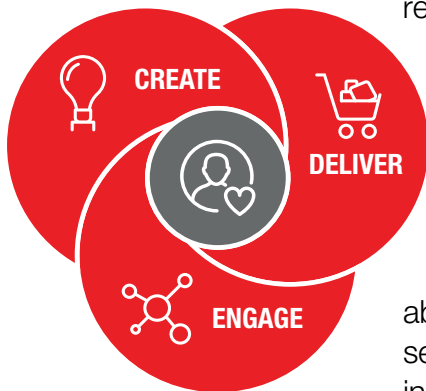
A clear and consistent market proposition that works in the context of each digital and physical sales channel.

Connected experience

Comprehensive, persistent support of the buying journey across all channels, delivering a superior customer experience.

Cost-effective

Full sales channel integration that doesn’t require costly IT transformation.



CREATE. SELL. DELIVER.

HANSEN FOR OMNI-CHANNEL

Hansen for Omni-channel is underpinned by Hansen's strong belief in a 'single point of truth' for vital product and service information and a single repository from which customer quotes will be handled through their sales journey.

Hansen Catalog provides that point of truth - a structured data management platform that maintains and exposes the relationships between products, services, resources and their component capabilities. The proposition is defined 'once only' but then accessed by all sales channels, systems and business functions, making products, services and their components easy to define, adapt and configure, in a single collaborative space.

Hansen Catalog underpins **Hansen Configure-Price-Quote (CPQ)**, which supports the vital customer-facing interaction where products and services are tailored to meet the specific customer need, priced accordingly, and quoted for. Hansen CPQ dynamically abstracts the quote and its associated business logic from underlying sales channels to a centralised repository, allowing customers and CSRs to move easily between channels with a single consistent definition of the proposition. Consistency across all sales channels is ensured with pre-validated quotes, minimizing costly order fallout. The customer's existing service context is recognized, so incompatible or invalid product and service elements are never offered.

BENEFITS

Control — A 'single point of truth' for critical product and service data eliminates confusion and disorder in product management.

Catalog-driven — Product information is abstracted from individual business functions and internal/external systems, creating a single point of reference, control and lifecycle management. Duplication errors are minimized, customer experience is improved, and product management costs are reduced by up to 25%

Speed-to-market — A component-based architecture allows faster and more consistent product and service creation (including complex, multiplay and 'nested' products). Time to market for new offerings can be shortened by up to 80%, bringing new agility and responsiveness to the business.

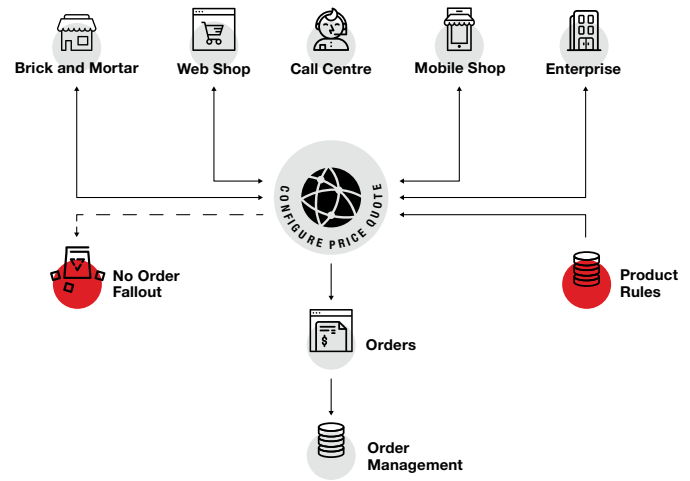


Figure 1 - Hansen Omni-Channel Approach

Persistence — Abstraction of the quote mastery and logic to a centralised repository enables continuity across multiple sales channels and a true omni-channel model.

Speed-to-customer — The component and task-based architecture allows market propositions to be easily assembled for customer-specific configuration and quote, allowing faster and more accurate order turnaround and increased revenue.

Quality — Customer quotes are pre-validated to produce a 'clean digital order', minimizing the likelihood of costly order fallout and increasing customer lifetime value and NPS.

Co-ordination — Replacing 'order disorder' with orchestrated tasks and standardized workflows increases speed, accuracy and control of order execution, improving customer experience and shortening time to revenue. Fallout rates can be reduced to less than 0.1%

CREATE. SELL. DELIVER.

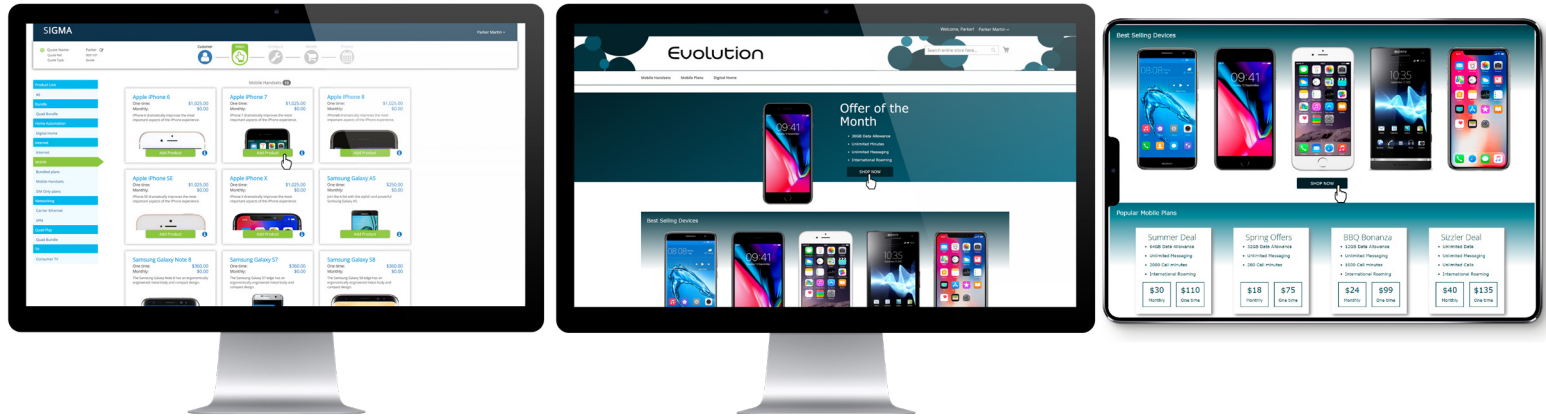


Figure 2 - Hansen CPQ Effortless Transactional Continuity Across Customer Channels

OMNI-CHANNEL FOR SME/SOHO CUSTOMERS IN GERMANY

A market-leading multinational mobile operator needed a solution in its German business that would help it create, sell and deliver new digital services to business customers across multiple channels, including a new e-commerce channel for this segment.

The mobile operator had already implemented Hansen Catalog to master its product, service and resource data, substantially reducing costly order fallout. Following this success, Hansen CPQ was the logical choice for an Omni-Channel project whose business drivers were:

- To increase new digital orders driven from the core enterprise catalog
- To create repeatable sales processes with a self-service portal, reducing order errors
- To provide a single source of resource data from which to build and launch new products
- To fully digitalize SME and SOHO contracts

Hansen CPQ's catalog-driven platform now supports a unified sales process across the operator's contact center and web channels, enabling customers to effortlessly complete orders even as they 'hop' between sales channels – and Hansen CPQ's pre-integration with Salesforce greatly reduced the time and effort needed to deploy the solution.

Hansen for Omni-channel provides a vital enabler to the demands of today's digital commerce – allowing businesses to offer a common face to their markets across all sales channels and ensuring sales continuity, whichever channels the customer chooses to use.

Based on a single centralized platform for product, service and quote information, Hansen for Omni-channel eliminates customer confusion and the costly aftersales to which confusion often leads. And because maintaining product and service information in one place is more efficient than maintaining it in several, it's highly cost-effective to deploy.

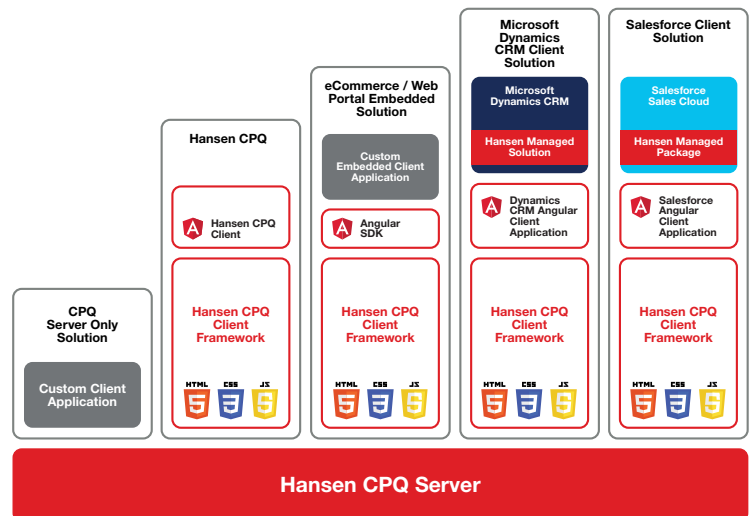


Figure 3 - Hansen CPQ Omni-Channel Architecture

The Hansen Create-Deliver-Engage Suite improves service providers' ability to create new business models through more agile product innovation.

Hansen Catalog

- Product/Service/Resource Master Data Management
- Active distribution of product, service and resource throughout your business
- Product Lifecycle Management

Hansen CPQ

- Omni-channel quote and order creation
- Dynamic catalog-driven query/offer selection/configuration/validation

Hansen OM

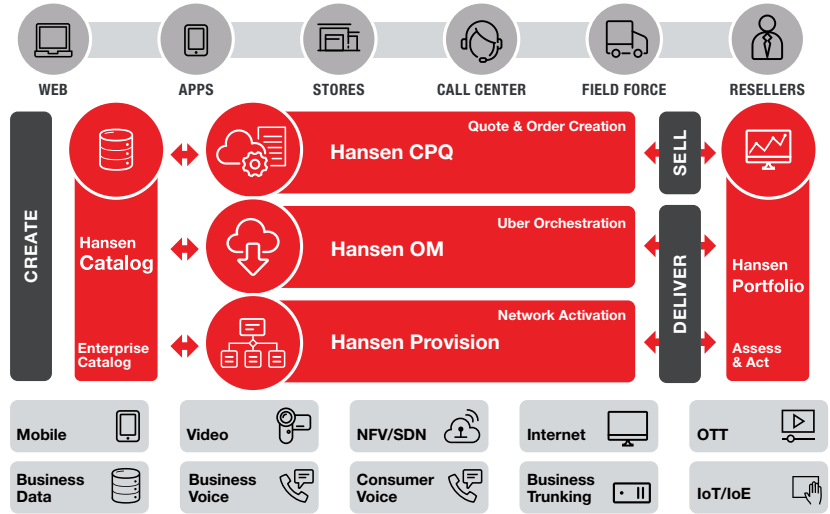
- Order validation, decomposition and über-orchestration
- Dynamic configurable workflow to reduce new service roll-out time

Hansen Provision

- Network service and device provisioning
- Multi-protocol/multi-vendor activation solutions

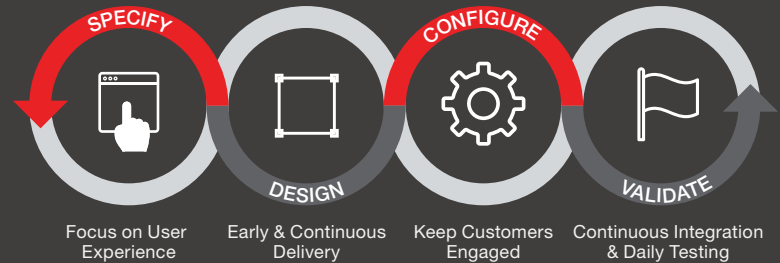
Hansen Portfolio

- Installed Product/Service/Resource inventory management
- Commercial view of customers' current product and service portfolios



DEPLOY RAPIDLY AND RELIABLY.

Hansen deploys its products in the same way that we develop them, employing an agile delivery methodology to speed the transition to a new digitally-enabled system architecture.



Powered by Hansen



Hansen Technologies (ASX: HSN) is a leading global provider of software and services to the energy, water and communications industries. With its award-winning software portfolio, Hansen helps over 620 clients from over 30 offices worldwide to create, deliver and engage with their customers, to manage and analyze customer data, and control critical revenue management and customer support processes.