# BillRun!

# BillRun!® CRM – An Open-Source CRM Designed for Telecoms

Individual relationships with your customers are what keep your company alive and enable you to continue generating revenue. Any mechanism that you can use to enhance those relationships is essential in maintaining and increasing your bottom line. There is no better tool to help bolster sales, analyze customer behavior, improve retention and manage client information than a customer relationship management (CRM) system.

Off-the-shelf CRMs are a good start, but specific industries require customizations to make them relevant. The best customizations  are done by industry experts who understand the needs of DSPs and operators in the telecom industry.

BillRun!® understands the industry and has created an open-source CRM specifically for DSPs and operators. We are the experts in open-source and cloud-based billing solutions for telecoms. BillRun!® CRM  builds on the success of the extremely popular SuiteCRM®.

We took an off-the-shelf CRM and propelled it light years ahead by adding new modules for OSS interface, subscriber management and telecom inventory. We didn't stop there, we also customized the standard SuiteCRM® modules to fit the specific needs of DSPs and telecom operators and integrated it with BillRun!  billing and BillRun! customer Self-Care Portal to create a robust agile BSS.  BillRun!® CRM is a whole new tool that acts as your system of record (SOR) for your operation, enabling you to manage the full life cycle of your customers and assist you in delivering a first-class service.
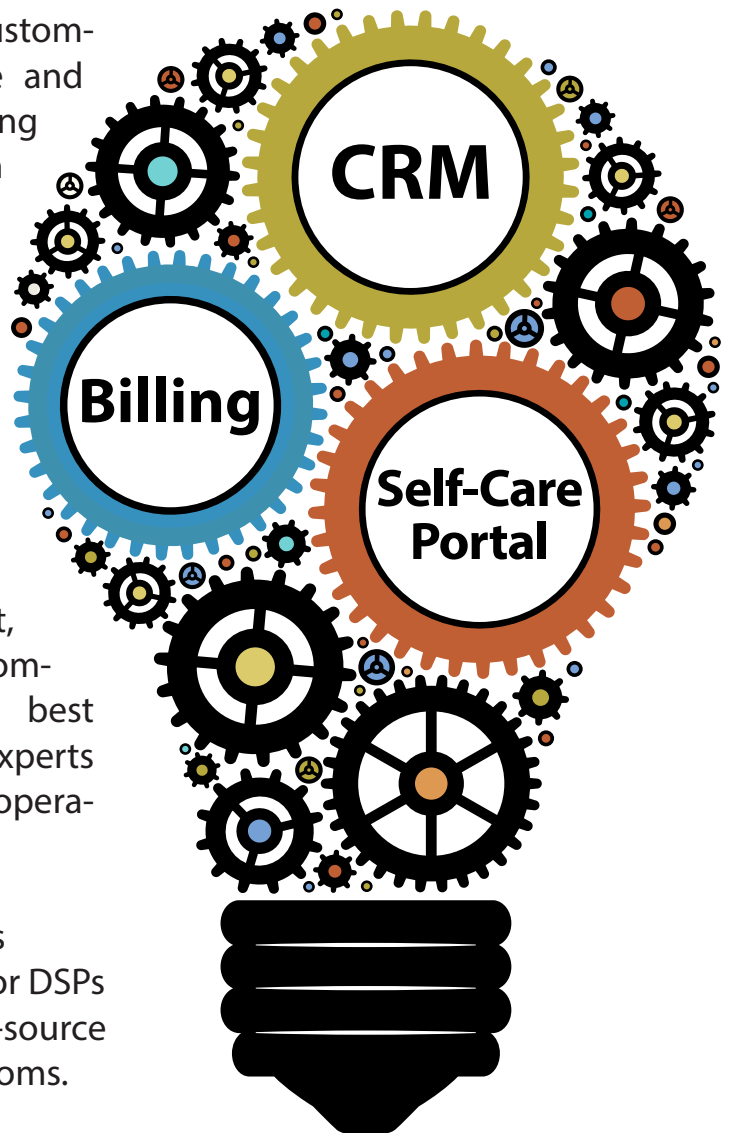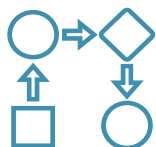
# KEY FEATURES

Manage accounts, customers and subscription details, customize information for each entity by adding custom fields.

Connect to social networks; full interaction with Facebook, Twitter and other platforms, with plugins for additional networks.

Provision workflow by interacting with various OSS elements, enabling initiating, activating, suspending and other actions.

Integrate seamlessly with your BillRun!® Billing system either on-premises or private / hybrid / public clouds.

Manage specific telecom operator assets, such as special numbers.

Connect to BillRun!® Customer Self-Care Portal digital platform to ensure top-level customer satisfaction.

Oversee and manage the full process of telecom assets (SIM cards, phones, routers) on stock, shipping, delivery and returns.

Bridge to BillRun!®'s number portability gateway, making compliance with number portability standards a snap.

Manage different workflows and processes of customers using add-ons including upsell and cross-sell items.

Integrate with various payment gateways, IVR systems and ERP systems.

## Experience, Experience, Experience

CRM installation projects can be very complex and take a long time to implement. And without the broad knowledge of the way a telecom works, disruptions to services are a real possibility.

BillRun!® not only contributed to the CRM code, we integrated the three key pillars of telecom BSS — Billing, Customer Portal and CRM to act as a unified system. By combining our experience in delivering on time, on budget and superior quality installations, coupled with a state of the art and telecom-focused open-source CRM, BillRun!® is able to assist your company in advancing its mission and attaining real success in the market.