

CASE STUDY

FEATURED CLIENT



PROJECT: SALES AGENT EXTRANET

TESTIMONIAL

I have nothing but praise for the crew at Netphoria. Insightful in the process of design is an understatement.

They have been instrumental in guiding us every step of the way.

Responsiveness is also a keystone in our on-going relationship. Whether addressing problems or rushing a program change, all issues are prioritized efficiently and with sensitivity to our concerns.

I recommend them over all others in the field.

...Mickey Silvers, Alternate Channel Manager

Business Challenge

The Telecommunications industry is a tough business. There are several options for consumers, (business and residential), to choose from. Any time a company chooses to operate in such a highly competitive industry, it is important to leverage every resource they can, keep overhead low, and maximize return on investment. This is the environment in which TDS competes every day.

The challenge was to find a way to enable TDS to attract, sign-up, and manage agents and agents' leads. Agents are independent resellers representing Metrocom's products and services. The goal was to create a way for the agent program to be manageable, scalable, and most importantly to be accountable for a percentage of Metrocom's revenue.

Solution

Netphoria strategized with internal stakeholders which gave us important insight into the goals for the extranet. Having a firm understanding of the desired outcome, we began building a **highly available, scalable, and secure** web application that would soon revolutionize the agent program.

The end result is a highly secure Sales Agent Extranet that enables the Alternate Channel Manager to effectively manage 100's of agents, their leads and sales, using one application. Our Dashboard allows an ACM to view snapshots and graphs of key performance indicators on real-time sales and lead opportunities. Agents can securely enter leads and orders, monitor their status from inception to close, and perform sophisticated searches to find exactly the data they need. The application has different levels of permissions which allows users at all levels, internal and external, to be able to participate and manage the prospect/client more efficiently. Internal Sales Reps can see opportunities assigned to them for followup and Market Managers can see at a glance the status of the biggest leads in their area.

Impact

It was impossible to grow the agent program effectively before the extranet. Without hiring more staff, there are now nearly 400 agents representing 10 different markets selling for TDS. The agent program at the time of this case study, (November), was at 210% of quota year to date! The sales agent extranet has become a critical component to Metrocom's success.

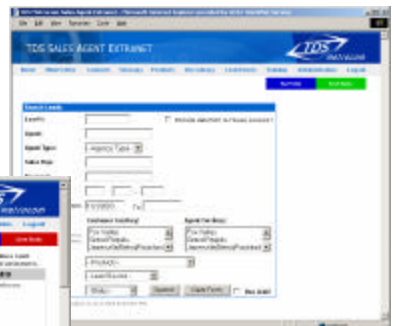
KEY FEATURES:

- Multi-Level Security.
- Dashboard Interface personalized for each user.
- Secure Order and Lead Forms.
- Automated Reporting and email notification.
- Data Export.



Login page to SSL Encrypted secure extranet.

Dashboard, real-time snapshot to efficiently manage the business.



Comprehensive reporting capabilities with data export.