

» **CLIENT PROFILE**

Amdocs ClarifyCRM provides the world's only comprehensive CRM solutions focused on enabling companies to achieve measurable ROI from their unique customer strategies.

Companies across many industries around the globe rely on Amdocs ClarifyCRM to manage their sales and service channels by leveraging the Amdocs ClarifyCRM business process and customer analytic models to maximize customer lifetime value and increase profitability. The Amdocs ClarifyCRM award-winning solutions enable an integrated and collaborative approach to manage both product and customer lifecycles - uniting front-office and back-office solutions to deliver a single unified view of the customer.

The Amdocs ClarifyCRM commitment to implementation success and focus on measurable results offers their global customers unparalleled ROI through the ability to build and maintain customer loyalty and manage customer expectations while promoting growth and increased profitability. The Amdocs ClarifyCRM Training Department supports this commitment by providing world-class training services for customers, partners and more recently they are providing internal training as well.

“We have been able to cut the cost of each event while doubling the number of events we can produce.”

— Amelee Bayer, Training Manager
Amdocs ClarifyCRM



CLIENT CHALLENGE

Three years ago the training department was having trouble keeping with the demand for scheduling and registering customer and partner attendees for classes. Courses were being scheduled manually and it often required eight to ten communications with customers to schedule one course. In general, the process was too slow to keep up with the demand the training department was experiencing due to the success Amdocs ClarifyCRM was having in the marketplace. Customers were also experiencing problems getting information about courses during times that were outside the Amdocs ClarifyCRM normal business hours.

RAINMAKER SOLUTION

Amdocs ClarifyCRM chose Rainmaker's ViewCentral to address these problems. The Rainmaker solution has successfully automated the course scheduling and registration process for Amdocs ClarifyCRM customers and partners. In addition, ViewCentral allows Amdocs ClarifyCRM to track attendees and courses across the enterprise and customers can now register and pay for courses 24x7. Only seven weeks after implementing, Amdocs ClarifyCRM had processed online enrollments that were in excess of \$1 million in learning tuition. Notably twenty-five percent of online registration is done outside of normal business hours.

Having one solution that manages all aspects of event delivery has allowed Amdocs ClarifyCRM to increase both customer satisfaction and staff productivity. “We have been able to cut the cost of each event while doubling the number of events we can produce,” said Amelee Bayer, Amdocs ClarifyCRM Training Manager.

PROJECT SUCCESS

Now it only takes one to two customer communications to book the customer into a class. That save times, cuts costs, drives revenue and keeps customers happy.

“The fact that Rainmaker’s ViewCentral is a web-hosted service also makes it very easy to access the system when I’m on the road. Working with the Rainmaker team has been an extremely positive experience.”

– Amelee Bayer, Training Manager
Amdocs ClarifyCRM

Rainmaker Systems, Inc.

is a leading provider of outsourced business-to-business sales and marketing services. Through the use of proprietary technologies and enhanced data analytics, our solutions leverage integrated multi-channel communications to accelerate the sales process and achieve higher revenue for Clients. Our core services include complete lead qualification and management, new product sales, webinar event management, online sales of training classes, channel enablement, subscription renewals, and service contract sales.

To learn more about the Rainmaker Delivery Platform and our Client Solutions please call 800.631.1545 or email us at sales@rmkr.com.

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Currently Amdocs ClarifyCRM training offers 35 types of instructor-led courses. They also have a Web-based training initiative and this year will implement two virtual training sessions a month. They will use Rainmaker’s ViewCentral solution for their virtual training initiative. ViewCentral’s ability to provide a solution for Amdocs ClarifyCRM’s blended learning environment is an important aspect of the continuing relationship. Amdocs ClarifyCRM now plans to expand their use globally. ViewCentral can handle multiple currencies and will be used to support training classes in the UK, Germany, France, Spain, Israel and Australia. Over the past three years this Rainmaker solution has grown along with Amdocs ClarifyCRM’s need. The award-winning Rainmaker support team has been responsive and proactive.

“Having a self-service solution for online registration that can also easily track billing, registration and streamline the scheduling and communication process is terrific,” said Amelee Bayer. “The fact that Rainmaker’s ViewCentral is a web-hosted service also makes it very easy to access the system when I’m on the road. Working with the ViewCentral team has been an extremely positive experience.”

