

CASE STUDY:



DIRECTV



"All the things you expect traditional sales people to use as resources — they now have right at their fingertips." - Erik Walters, Program Manager, Business Solutions, DIRECTV

Organization

Headquartered in El Segundo, California, DIRECTV® is the industry leader in satellite service, delivering satellite-based services to more than 18 million US homes and businesses.

Challenge

To provide Area Sales Managers (ASMs) with consistent and reliable, up-to-the minute marketing and account information for more productive sales meetings and more profitable customer relationships — without consuming valuable IT resources.

Solution

Deploy Antenna AMP™ Sales mobile CRM solution to give DIRECTV's sales and marketing operations organization access to essential information stored within Oracle CRM On Demand in real-time using BlackBerry handheld devices.

Results

Smarter selling through improvements in information quality and consistency, greater efficiency of sales operations, and a 360-degree view of the customer.

Products and Services

Antenna AMP™ Sales mobile solution, Oracle CRM On Demand, AT&T Wireless network and BlackBerry® 8700c, 8800 and Pearl devices.

> INTRODUCTION

Headquartered in El Segundo, California, DIRECTV® is the industry leader in satellite service, delivering satellite-based services to more than 18 million US homes and businesses. With complex operations that include some of the world's most advanced technologies, DIRECTV's mission is to provide its customers with a seamless viewing experience and a superior level of support and service. In this highly competitive market, DIRECTV continually strives to improve the quality of its content and programming, and also the profitability of its valued customer relationships. Whether it's the products and services they deliver to the market or their internal systems and infrastructure, DIRECTV aims to capitalize on the latest and most innovative technology to help drive its success.

That's why the company recently implemented a new Oracle CRM On Demand system for its sales and marketing operations organization. The CRM On Demand system has helped to improve the quality of account and service request information throughout

its sales and marketing operations organization. But they didn't stop there. In the spirit of innovation that permeates the company, DIRECTV pushed the envelope further to make their CRM On Demand solution even more powerful. How did they do that? They mobilized it with Antenna.

> THE CHALLENGE

According to Erik Walters, program manager for Business Solutions, and project manager for the CRM On Demand deployment, they were looking for a solution that could provide each ASM with pertinent sales information about each dealer so they could manage their accounts more efficiently and effectively, even while being mobile. "Instead of lugging around cumbersome notebooks and folders, we wanted to give ASMs the ability to sit down with a dealer and pull up metrics quickly and easily, such as number of activations, financial data, open service requests, and so forth," said Walters. "With these metrics and other key customer data literally at hand, the ASMs can spend more face time with dealers, nurturing those relationships and making them as profitable as possible."



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> CHOOSING THE SOLUTION

Because AMP Sales can be deployed as a fully hosted mobile solution, Antenna manages DIRECTV's mobile deployment from end to end, guaranteeing the delivery of transactions and monitoring the network around the clock. The beauty of the on-demand model meant that DIRECTV's business users could make changes themselves on the fly without tying up valuable IT resources, which were already committed to other high priority DIRECTV projects. "The fact that our sales organization could deploy this sophisticated system without burdening internal IT was a huge benefit," asserts Walters. "Clearly, an on-demand model was crucial to the success of the project."

> DRIVING BUSINESS MORE EFFICIENTLY

ASMs are now able to do their jobs faster, with better, more accurate information. By mobilizing the data in CRM On Demand, DIRECTV has reduced information delivery times from monthly to weekly and weekly to daily — considerable time savings on tasks such as customer visits and analysis, which ultimately streamlines and improves the overall sales process. ASMs are spending less time and effort assessing their dealers, and the dealers, in turn, are benefiting from more frequent visits and better quality information.

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> BETTER SERVICE LEADS TO MORE LOYAL CUSTOMERS

Recognizing that customer service is a key differentiator in competitive markets, DIRECTV decided to mobilize the customer service portion of CRM On Demand. This provides mobile ASMs with a comprehensive view of the dealers — including insight into service requests and service history — and lets them call up pertinent and timely information that could affect the tone of a meeting, before they walk through the door. Just as important, it gives ASMs the power to input a service request directly on the BlackBerry to report new service problems.

> BETTER PRACTICES AND SMARTER SELLING

For meetings with a dealer, ASMs typically have a distinct objective in mind. They need to be able to articulate what DIRECTV is focusing on as a business to drive business forward. To facilitate this process, the DIRECTV project team continually strives to improve the usability of the application and the relevance of the information on the device. At weekly meetings, they discuss business drivers, and what they are trying to relay to customers. The key metrics that help them achieve that focus are what end up on the device.

Antenna's AMP Sales solution is built on the Antenna Mobility Platform (AMP) — an open, flexible architecture for mobile application design and deployment. It gives DIRECTV dynamic control over what is presented to the end-users, ensuring that the application reflects current business needs and is simple to use, which leads to higher adoption that delivers results. With AMP, DIRECTV's mobile CRM implementation is completely future-proof and can easily be adjusted to adapt to changes in business process, workflows, end-user requirements, and modifications to back-end systems and mobile devices.