

## Communications Cloud

# Connect your customers and unify your business with an agile, purpose-built industry product.

Built on the world's #1 CRM platform, Communications Cloud (formerly Vlocity for Communications) enables B2C, B2B, and wholesale communications organizations to move to a catalog-driven digital BSS. With purpose-built modular applications built on top of Sales Cloud and Service Cloud, CSPs can quickly adapt to changing customer expectations, drive faster time to value, and unify every part of the organization – from marketing to retail channels to customer care. Communications Cloud applications are built in accordance with TM Forum and MEF industry standards and easily integrate with other elements of your BSS and OSS stack.

### Enterprise Product Catalog

Simplify product lifecycle management and fulfillment with a unified catalog. Flexibly capture product and pricing requirements, avoid duplicate entries, and fast-track new launches.

### Industries Configure, Price, Quote

Create integrated, omni-channel sales experiences across assisted and unassisted customer touchpoints. Cohesively design, price, offer, and capture orders in compliance with asset-based ordering rules and support multisite quoting on a single quote.

### Order Management

Unlock end-to-end agility across your BSS/OSS systems and rapidly respond to changing market and network dynamics with catalog-driven order management. Easily decompose and fulfill orders by connecting to downstream systems with clicks not code.

### Digital Commerce Gateway

Seamlessly manage high order volumes through peak periods, like a new device launch, with high-performing ordering APIs and a scalable caching solution. Eliminate duplicate catalog administration and product silos and lower integration costs.

### Billing Inquiry Management

Let service agents manage customer billing and payment processes without ever leaving the Salesforce service console. Reduce average handling time and agent training time to boost customer and employee satisfaction.

### Contract Lifecycle Management

Automate the entire contract lifecycle from drafting through negotiation, execution, activation, and renewal. Digitize the contract process to reduce cycle times, keep cash moving, and make it easy for customers.

### Enterprise Sales Management

Simplify large transaction quoting for customers and partners. Configure and estimate different solutions and benefit from bulk upload, group management, and bulk configuration.

### Mobile Subscription Management

Manage subscriber acquisition and in-life processes, including account management, subscription support, and interaction history. Simplify MACD processes, digital onboarding, and account creation with an agent console and one-click customer care.

### Industry Platform and Process Library

The industry platform adds 700+ industry-specific processes to your existing Salesforce solution. Consolidate applications, accelerate productivity, and reduce overall cost-to-serve.



## Exceed customer expectations across B2B, B2C, and wholesale with Communications Cloud.

### B2B

Grow B2B revenue and accelerate time to market.

#### Launch Products and Services Faster

Keep up with every market shift and speed time to value by quickly defining and launching new offers.

#### Optimize the Sales Experience

Create a seamless sales process by unifying quoting, order creation, and order management across lines of business.

#### Delight Customers with Streamlined Service Processes

Resolve cases faster with AI-powered, guided processes and self-service tools that increase customer satisfaction.

### Wholesale

Make it easy for partners to quote, sell, and deliver connectivity and services.

#### Expedite Quote-to-Order

Gain a time-to-market advantage and reduce order fallout by adhering to industry standards, simplifying processes, and improving processing time.

#### Simplify the Customer Experience

Deliver an intelligent, guided quoting and order experience that increases customer satisfaction by reducing manual effort.

#### Deliver Immediate Business Value

Help your customers maximize market responsiveness by leveraging out-of-the-box industry processes to simplify and automate key business processes.

### B2C

Win and retain subscribers with digital-first journeys.

#### Personalize Subscriber Relationships at Scale

Deliver personalized offers and product recommendations across your subscribers' channels and devices of choice to increase engagement.

#### Simplify Ordering and Onboarding

Enable smooth and simple digital acquisition and onboarding with guided selling, account creation, and checkout.

#### Boost Satisfaction with Knowledgeable Service

Empower service agents with guided processes and a 360-degree view of customers, including subscriptions, interaction history, and usage.



With Communications Cloud, Telus achieved **72% faster quoting and ordering** and **80% faster time to market** with new products.

Source: Telus case study, 2020

