



Ericsson Telecom CRM 2 Training Programs

Catalog of Course Descriptions





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Introduction

Ericsson has developed a comprehensive Training Programs service to satisfy the competence needs of our customers, from exploring new business opportunities to expertise required for operating a network. The Training Programs service is delineated into packages that have been developed to offer clearly defined, yet flexible training to target system and technology areas. Each package is divided into flows, to target specific functional areas within your organization for optimal benefits.

Service delivery is supported using various delivery methods including:

Icon	Delivery Method
	Instructor Led Training (ILT)
	Virtual Classroom Training (VCT)
	eLearning (WBL)
	Workshop (WS)
	Short Article (SA)
	Structured Knowledge Transfer (SKT)
	mLearning
	Job duty analysis (JDA)
	Competence GAP Analysis (CGA)



Telecom CRM 2.0 Overview



LZU1089756 R2A

Description

Choosing a CRM product and its billing components is a problem in the Telecom world because of the high adaptation required for a CRM product due to its loose coupling with the billing product. Telecom CRM 2 addresses this problem by integrating tightly with BSCS iX and CBiO.

This course provides a high-level overview of Telecom CRM 2 and introduces the participants to all major areas of the product. The course shall in overall prepare the participant for a more detailed learning of the individual core modules of the system.

Learning objectives

On completion of this course the participants will be able to:

- 1 Understand Telecom CRM 2 and its new architecture
 - 1.1 Understand the need for Telecom CRM 2
 - 1.2 Explain Telecom CRM 2 architecture
 - 1.3 Give a brief overview of Telecom CRM 2 core modules
- 2 Understand Customer Management
 - 2.1 Understand the scope of customer management
 - 2.2 Describe the different types of customer
 - 2.3 Describe the customer 360° view
- 3 Understand Case Management
 - 3.1 Understand the scope of case management
 - 3.2 Know where to find their active cases
- 4 Understand 360° View
 - 4.1 Understand the principle of a 360° view
 - 4.2 Describe the different types of 360° view
- 5 Understand Order Capture
 - 5.1 Explain the steps involved in order capture
 - 5.2 Describe the different types of order
- 6 Understand Resources
 - 6.1 Explain the relevance of resources in customer management
 - 6.2 Describe the different types of resources and their relevance in order capture





- 7 Understand Product Management
 - 7.1 Understand the scope of product management
 - 7.2 Describe product specifications, characteristics and values
 - 7.3 Describe the product catalogue and the different offerings
- 8 Understand Business Interaction Framework
 - 8.1 Describe the principle of the business interaction framework
 - 8.2 Give examples of business interactions initiated by a CSR

Target audience

The target audience for this course is:

System Administrator, Application Developer, Business Developer, Customer Care Administrator, Fundamentals

Prerequisites

Successful completion of the following courses:

This is the starter course in the Telecom CRM series.

Duration and class size

The length of the course is 2 days and the maximum number of participants is 16.

Learning situation

This course is based on theoretical instructor-led lessons given in a classroom environment.



Time schedule

The time required always depends on the knowledge of the attending participants and the hours stated below can be used as an estimate.

Day	Topics in the course	Estimated Time (hours)
1	MS Dynamics Background, Architecture of Telecom CRM	1.0
	Customer Management	2.0
	Case Management	1.5
	360 degree view	1.5
2	Order Capture	1.5
	Resources	1.5
	Product Management	1.0
	Business Interaction Framework	1.0
	Q&A	1.0

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Telecom CRM 2 Customer Care



LZU1089968 R1A

Description

This course gives the participants an overview of Telecom CRM 2 Services module and serves as a training material for a Customer Service Representative (CSR) working on services module showing the relevant screens and screen navigation for performing each task. Participants will get a knowledge of the different activities a CSR can perform using the services module in Telecom CRM 2.

Learning objectives

On completion of this course the participants will be able to:

- 1 Understand customer Information Search – Accounts and Contacts
 - 1.1 Explain Individual Customer Simple Search
 - 1.2 Explain Corporate Customer Simple Search
 - 1.3 Explain Individual Customer Advanced Search
 - 1.4 Explain Corporate Customer Advanced Search
- 2 Understand Individual/Corporate Customer Creation
 - 2.1 Understand Individual Customer
 - 2.2 Individual Customer Creation
 - 2.3 Understand Corporate Customer
 - 2.4 Corporate Customer Creation
- 3 Understand Customer 360 degree view
 - 3.1 Explain the need of 360+ Views
 - 3.2 Describe Account Summary under 360+ View
 - 3.3 Describe Billing under 360+ View
 - 3.4 Describe Order under 360+ View
 - 3.5 Describe Cases and Documents under 360+ View
 - 3.6 Describe Customer Data under 360+ View
- 4 Understand Case Management
 - 4.1 Create Customer Case
 - 4.2 Configure Case Rule
 - 4.3 Configure Escalation Groups





Target audience

The target audience for this course is:

System Administrator, Application Developer, Business Developer, Customer Care Administrator, Fundamentals

Prerequisites

Successful completion of the following courses:

- Telecom CRM 2.0 overview, LZU1089756 R2A
- General working knowledge of customer relationship management
- General understanding of services business processes
- General working knowledge of Microsoft Windows

Duration and class size

The length of the course is 1 day and the maximum number of participants is 8.

Learning situation

This learning product is an instructor-led training in a classroom hands-on session.



Time schedule

The time required always depends on the knowledge of the attending participants and the hours stated below can be used as estimate.

Day	Topics in the course	Estimated Time (hours)
1	Introduction	1.0
	Understand Customer Information Search – Accounts and Contacts	1.0
	Understand Individual/Corporate Customer Demographics modifications	1.0
	Understand Customer 360 + view	1.0
	Understand creation of new cases, Case rules, escalation groups, resolving cases	1.0
	Q&A	1.0

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