



# Acro Media & TELUS

## Building the future of telecommunications

Our partnership with one of Canada's largest Communication Service Providers has grown from a proof of concept project in 2008, to a dedicated team of Acro Media's own experts directly integrated into TELUS' telecommunications ecosystem.

Acro Media and TELUS have a long-time, successful partnership. Our teams have come together to create effective, responsive, and flexible solutions that increase usability for front end and back end users, delivering overall better customer experience and increased sales. Acro Media was able to help TELUS achieve those items by providing solutions to various challenges that the communication service provider was facing.

These challenges affected the digital, small business, mid-market, and enterprise channels of the business, and were identified as areas where user validation, pricing approval and quoting delays, and product bundling issues could all be improved to increase sales and customer satisfaction.

### Challenge

When opening new accounts, dealers and in-store staff had to manually track and validate employment for users, adding a potential for fraudulent activity or people getting discounts that they were not entitled to.

### Solution

Identify, design, and build a centralized employment verification system for all wireless channels. This application creates, distributes, and redeems codes to verify users' employment and unlock special pricing and offers based on contract agreements.

### Outcome

The new verification process enabled customers to qualify for exclusive plans without manual verification from TELUS sales reps or agents. The new system streamlines ecommerce flows and in-store activations for customers and sales reps and gives plan administrators the ability to manage users and the offers available to employees. This new system has reduced fraud by ensuring that all users are getting the offers and pricing they are eligible for.

### Custom-built solutions for TELUS Communications

#### SOLUTION 1

A centralized employment verification system for wireless channels.

#### SOLUTION 2

An application for bundling wireline products and pricing.

#### SOLUTION 3

A new solution that generates proposals for wireless business customers with real-time pricing.

## Challenge

Sales reps were faced with delays in getting approved pricing for clients by having to go back and forth with the offer house and did not have an automated tool to keep up with the competition.

## Solution

Creation of a new application for bundling wireline products and building new tools for calculating and quoting those bundled products. This solution allows business sales reps to combine products into priced bundles and offer those products to customers with 'instantly approved pricing and discounts'.

## Outcome

Automating the pricing approval process and unlocking discount levels with bundled products improved sales velocity and improved customer experience within the sales pipeline. Automating this process has also led to increased customer satisfaction and perceived value.

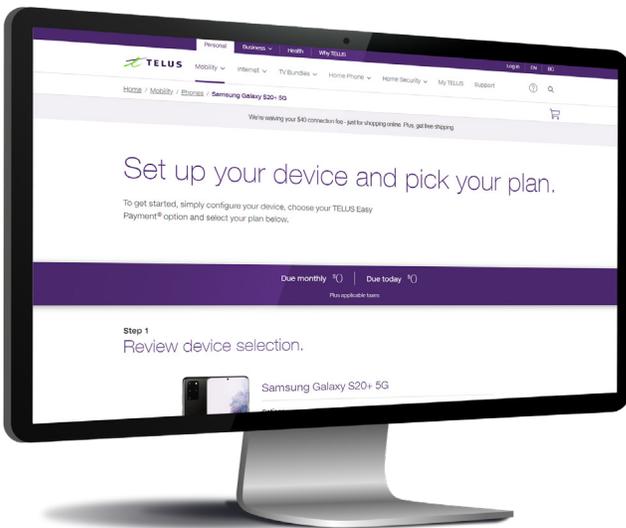
*"Great team to work with all round – from PM to delivery to support. Demonstrated deep knowledge of the technology, responsiveness and flexibility in supporting a very demanding roadmap."*

**Orabi Abouali**

*Manager, Digital Commerce Strategy & Operations  
TELUS Digital*

## Challenge

It was identified that sales reps were losing time and potential sales due to manual proposal writing and delays in getting those proposals into clients' hands.



## Solution

The solution Acro Media built is all about equipping direct sales reps with the right tools to attack the market more efficiently. This new application gives them the ability to generate proposals for wireless business customers.

## Outcome

This new application resulted in improved sales velocity for both dealers and direct sales reps selling wireless solutions to businesses and consumers by automating the pricing approval process and streamlining the contract creation and fulfillment path. User experience for dealers and sales reps was vastly improved.

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