

Tele2 Customer Success Story: Transforming B2B Processes with Cost-Efficient Automation

Enxoo enabled Tele2 Latvia to move faster to serve customer demand through automating business processes and removing complexity with a cost-efficient all-in-one solution.

TELE2

TELE2 is a Scandinavian telecom operator offering mobile, fixed broadband and telephony, data network services across multiple countries in Europe. Enxoo was responsible for the implementation of a CPQ software for TELE2's Large Enterprise B2B segment in Latvia.



Enxoo for Communications

“Our B2B products and customers are growing rapidly, and we needed to refine our processes to keep up with demand. It was important to us to find a partner that could not only optimise our operations, but also offer a cost-efficient solution that would be easy to manage and develop in the future. Enxoo listened to our challenges and provided a solution that has truly accelerated our sales processes and can adapt and scale with our business.”

Aivars Malinovskis *Corporate Sales Manager, Tele2*

Challenge

TELE2 Latvia needed a cost-effective solution to transform its complex end-to-end B2B sales activities which involved an inefficient manual, email-based costing & pricing process.

Product data was spread across multiple locations, causing delays in customers receiving their offers.

The time-consuming sales process was further impacted by a number of independent IT legacy systems, resulting in poor user experience, insufficient business visibility and the lack of a full customer view.

A replacement of legacy systems was not an option due to the complexity of such a transformation.



Solution

To improve its business processes, TELE2 Latvia selected Enxoo for Communications, a Salesforce-native all-in-one sales platform for B2B telecom products and services.

The solution addresses TELE2 Latvia's problems by providing an automated quote-to-order process, a unified product catalogue, and extended reporting capabilities.

Enxoo for Communications gives TELE2 Latvia's sales and support teams a 360-degree view of their customers.

The new solution consolidates existing system architecture, ensuring a seamless integration of business and operational processes.

Benefits

Enxoo helped TELE2 Latvia to achieve a digital transformation of business processes by utilising and integrating existing IT infrastructure.

Enxoo for Communications ensures a simplified and automated quote-to-order cycle, enabling Tele2 Latvia to close more deals faster.

The unified product catalogue makes it easy to manage, bundle, sell and deliver even the most complex B2B products and services.

The easy-to-configure dashboards and pre-defined reports provide outstanding operational visibility, allowing Tele2 Latvia to make smarter, data-driven business decisions.

“Every organisation is at a different stage of their transformation journey. It is important that we understand our customers' existing systems and processes so that we can find the best path forward. With Tele2 Latvia, we saw an opportunity to automate sales processes and give them a unified view of their products. The results have been a solution that integrates existing systems and enables the sales team to move with agility when serving customers.”

Artur Ostrowski *Chief Commercial Officer, Enxoo*