CASE STUDY

CloudSense
a TelcoDR company

Leading Multi-play CSP, Southeast Asia

Reducing CPQ order creation time by over 80% with AI agents

Background

A major multi-play communication service provider (CSP) in Southeast Asia, serving millions of mobile, broadband, and TV customers, was using CloudSense Configure-Price-Quote (CPQ) and Salesforce CRM to manage complex product catalogs and sales workflows. With this foundation in place, they were ready to explore how AI could improve customer experience and unlock even greater efficiency across their sales motion.

The Challenge

Despite the capabilities of CloudSense CPQ and Salesforce CRM to manage product configurations and automate order processing, the customer's order creation journey was cumbersome and inefficient. Creating a new order required more than **50 clicks and took over 5 long minutes** — in a best-case scenario. Error handling and validations were also partial, leading to many failures, and only a handful of experts could navigate the complexity, creating bottlenecks and slowing down the sales cycle.

50+ clicks

5+ minutes

These inefficiencies delayed sales operations, introduced avoidable rework, and limited the operator's ability to efficiently scale order processing. It needed a faster, simpler way to handle order creation—without sacrificing accuracy.

The Solution

The solution's objective was to automate and simplify sales operations to enable scale and efficiency, and eliminate the challenges caused by operational complexities. The operator also wanted to explore how AI could be rapidly adopted within existing systems—without a full rip-and-replace—and to lay a strong foundation for any AI-driven transformation.

CloudSense has partnered with Totogi to introduce AI agents. Totogi leveraged **BSS Magic's** AI-driven and telco-specific ontology layer to effortlessly integrate with both CloudSense CPQ and Salesforce. The ontology understands telco data structures as well as the underlying relationships and meanings between data. It knows industry-standard product hierarchies, commercial constructs, and configuration logic. Totogi ontology is additionally trained on the operator's product catalog, business rules, and validation requirements.

On top of the ontology, BSS Magic created an AI Agent for single-prompt order generation. Embedded in the Salesforce user's workspace, this AI Agent enabled sales representatives to use a natural language chat interface to create a multi-dimensional and multi-step order with a single prompt.

The AI Agent generated the full validated order in seconds – intelligently validating fields, filling in missing details, and ensuring compliance with business rules. Finally, it executed the order on both Salesforce and CloudSense.

Unlike legacy vendors that require months of customization and integration, Totogi and CloudSense deployed a working AI solution in four weeks, on top of a scalable layer built to expand with future AI use cases.

Benefits and outcomes

Through the delivered AI agent, the solution dramatically simplified order creation, reduced processing time, and minimized reliance on specialized knowledge. By automating the most repetitive and error-prone parts of the workflow, the sales team could operate faster, with greater confidence, and at scale. The implementation also laid the groundwork for future AI initiatives, creating an AI-led ontology layer across sales operations that can deliver additional AI use cases.

Key improvements included:

	Before	After
Order processing time	5+ minutes, 50+ clicks	Under 50 seconds. One prompt.
Error handling	Manual data verification, frequent input errors	Automated validation, intelligent field completion
Operational scalability	Dependent on a trained solution consultant to analyze and ensure functionality and compatibility	Accessible to any sales rep, scalable without added headcount
Sales productivity	Time lost on manual entry and corrections	More time for selling, less time on admin

Furthermore, CloudSense and Totogi provided a reusable AI framework ready to power future use cases.