

6

questions **telco**
leaders **must be**
able to answer



Want to succeed in 2023?

Ask yourself the right questions

We are just entering 2023, and already the key themes for the year look like they will be [recession](#) and [inflation](#).

For the average person, this means keeping an eye on finances and cost-saving. For large businesses, this means leveraging everything in their arsenal to meet cost reduction targets, unlock new revenue streams, and eliminate inefficiencies at every stage of the solution-to-fulfillment process.

Complicating matters further are disruptions in the employment landscape such as [The Great Resignation](#) and the [rise of AI and automation](#); [27% of employees globally](#) are looking to switch jobs in the next 12 months, despite the looming recession.

Smart businesses need start planning how they can weather the coming storm now: [embed the right technology in all areas of operations](#), integrate solutions to plug cash-loss gaps, and work to improve overall agility and responsiveness.

Keeping a critical eye on the full sweep of your solution-to-fulfillment process is vital to thriving in 2023. Start by asking the right questions...

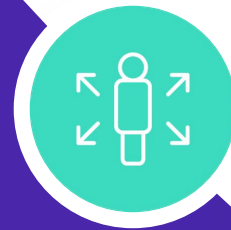
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Question time

In order to tackle inefficiencies and suboptimal processes, you first need to find them. That means posing tough questions across the full sweep of your operations, from the top of the sales pipeline to your digital transformation plans.



Why do we lose prospects?



How do we maximize value in our pipeline?



Is our sales team set up for success?



When are we recognizing revenue?



Is our tech stack future-proof?



How do we justify investment in digital transformation?



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1 Why do we lose prospects?

Prospect loss has always been a source of major frustration. But at a time when driving revenue and reducing waste is more important than ever, mitigating that loss becomes an obligation.

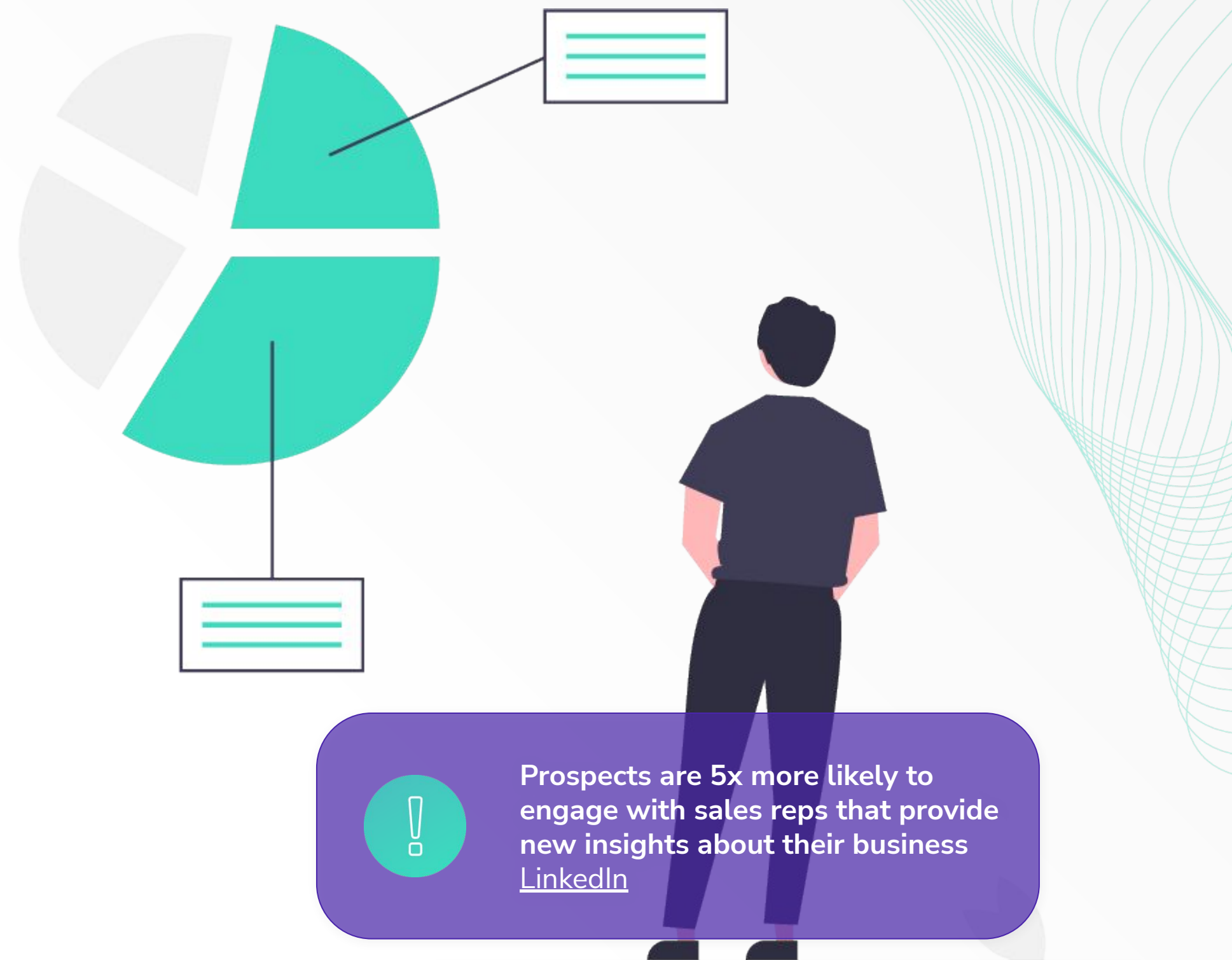
Common reasons include having a high-cost offering, unproven business value, superior market alternatives, and poor customer experience. Are you set up to avoid these pitfalls, or exacerbate them?

To plug a leaky pipeline, you need a platform that enables your sales team to:

- **Tailor products to specific pain points and needs**
- **Adjust solutions and quotes to prospects' budgets**
- **Provide accurate quotes quickly**

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How do we maximize value in our pipeline?

So your sales pipeline is looking healthy... but you still need to make intelligent business decisions based on what you see in order to minimize wasted opportunities and revenue loss.

Sales leaders take center stage in this, by [maintaining standardized sales processes, well-defined customer profiles and clear-cut targets](#) to make predictions such as:

- Which opportunities are likely to drop off?
- Whether an interested prospect defers decision
- How accurately can we forecast revenues?

None of this can be done well without the right tools, for which you need a platform that gives you full visibility of your pipeline from the top to the bottom.



Companies with well-managed sales pipelines receive an average 28% higher growth in sales
[Harvard Business Review](#)



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Is our sales team set up for success?

It's a tumultuous time for sales leaders, with the [turnover rate of reps hitting 34%](#) in the past 12 months. Onboarding new reps is a task that cannot be sidestepped... but it can be made more effective.

People - systems - processes: these three ingredients need to be working in harmony. New sales reps need to familiarize themselves with your business's platform and products quickly and, once embedded, be able to work on their prospect pipeline as close to flawlessly as possible.

Your solution needs to **excel at supporting handovers**, allowing new personnel a jump start as they pick up a pipeline that they can work on straight away. Supplementing this, **automation eliminates errors caused by manual input and swivel-chair processes**, and prevents other inefficiencies from proliferating through the process.



Onboarding new sales reps costs up to \$115,000
[DePaul University](#)

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4 When are we recognizing revenue?

Revenue recognition acknowledges that revenue ought to be recorded only once all obligations have been fulfilled, rather than once payment has been received.

More than simply a matter of compliance, this enables a business to calculate revenues accurately and consistently.

For telcos, whose engagements are often complex, multi-component and open-ended, this accounting practice depends heavily on the quality of IT deployments.

For positive and consistent rev rec, businesses need to be confident that their deployments for customers happen on time, and without complications. This requires an underlying tech architecture that is **built to handle the demands of the contemporary B2B customer**.



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5 Is our tech stack future-proof?

To compete in the modern ecosystem, your IT infrastructure needs to be **future-proof**, **quickly scalable** and **agile**. If you allow yourself to be held back by legacy systems, your business will suffer.

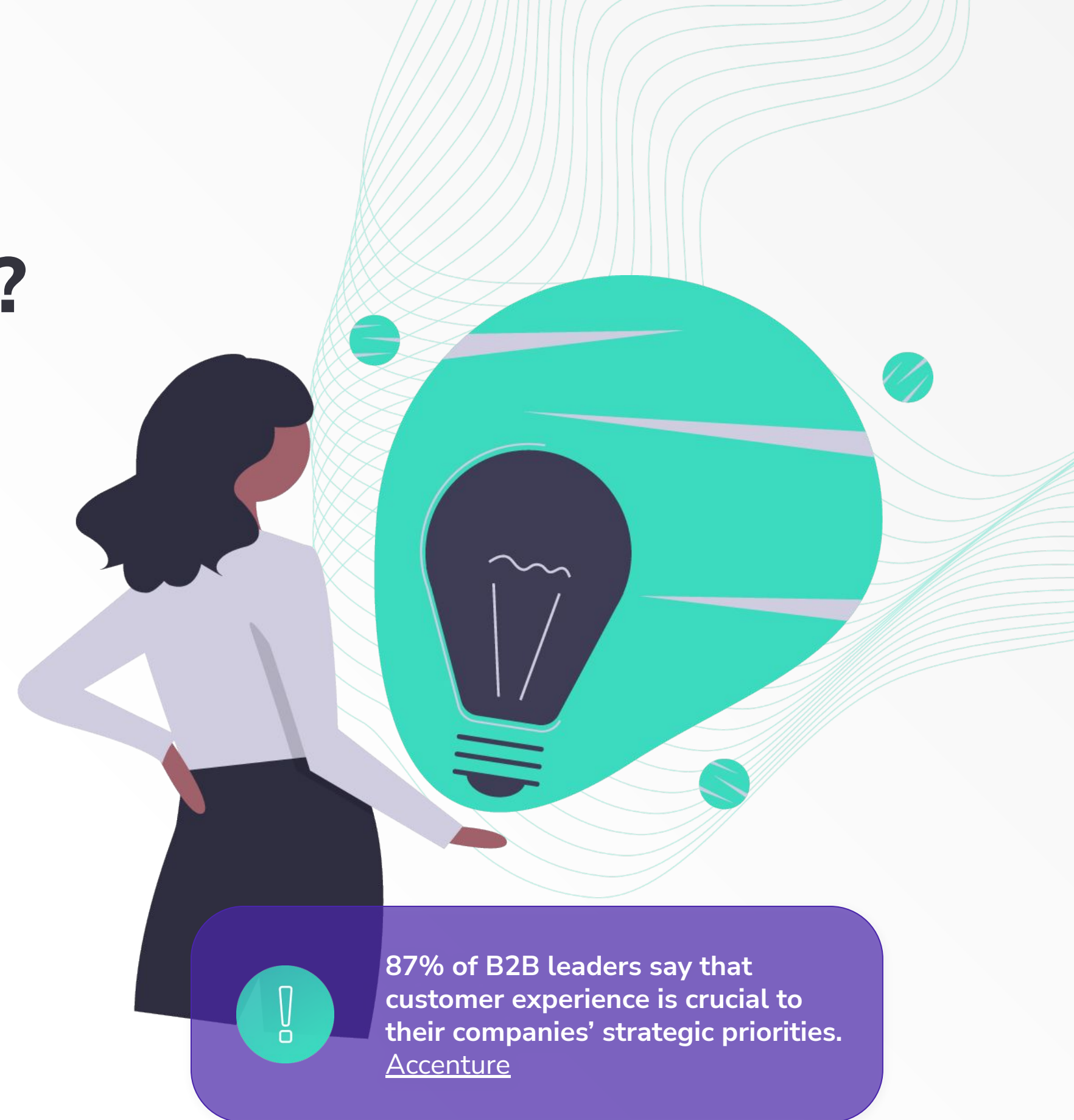
Digital disruptors are busy reshaping the telecommunications sector with services designed to satisfy the evolving needs and preferences of today's digitally native customer.

Many companies score poorly on B2B customer experience precisely because their sales operations haven't kept up.

To compete, businesses need to transform their **end-to-end buyer journey** so that it provides **friction-free engagement** all the way from **initial contact, quoting and negotiation**, through to **order management and fulfilment**.

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87% of B2B leaders say that customer experience is crucial to their companies' strategic priorities. [Accenture](#)

How do we justify investment in digital transformation?

Even as economies fluctuate, we are living through an era of accelerated commercial reinvention, with telcos locked in a global race to adapt to a digital-first future.

Transformation is a practical imperative; [IDC has recently forecast](#) an unprecedented \$10tn global digital transformation opportunity in the next 5 years.

But if you are going to transform, you need to justify it. How does this align to our core business objectives? Will it help me drive ARPU? Or lower the cost of acquisition? Or keep your churn rate low?

A common trap is neglecting to fully consider the business justification behind a digital transformation, and ending up with a sophisticated tech update... that doesn't address any key business needs.



91% of businesses have adopted, or plan to adopt, a digital-first strategy
[Foundry](#)



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The CloudSense effect

The CloudSense CPQ and Order Management platform runs on Salesforce and is purpose-built to absorb the intense demands of scale, complexity and agility required in the digital-first economy. It provides end-to-end support across the entire customer lifecycle, to give your business:

Real-time control

CloudSense provides end-to-end connectivity, resulting in an uninterrupted flow of data throughout the entire revenue operations process.

Agility and scalability

CloudSense has the flexibility and extensibility needed to adapt to changing market dynamics and evolve portfolio offerings and channels at scale.

Omnichannel engagement

Fully-connected lifecycle providing a highly responsive experience from initial sale through to ongoing service updates and renewals.

Cost and time efficiency

Hyper efficient execution replacing manual processes with fast, simplified digital workflows from sales through to order management.

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Go to market faster

Enjoy freedom to innovate commercially.

3x faster to market



Sell more, quicker

Increase sales productivity with fast, accurate quotes.

24% increase in sales



Guarantee recurring revenue

Grow customer lifetime value with fast and accurate delivery.

4x quicker delivery

CloudSense operates all over the world



Since 2009 CloudSense has been helping ambitious services enterprises to thrive in a digital-first economy by transforming sales to increase productivity and grow profitability.

A 350+ expert team of CloudSense solutions consultants, business professionals and engineers support our growing global community of customers across four continents. Leading communications and media providers including BT, Telstra, Informa and Spotify use CloudSense's portfolio of applications to streamline the entire customer lifecycle, providing a better customer experience while improving business performance.

To learn more about how CloudSense's CPQ and Order Management solutions can help your business deliver sales transformation, speak to one of our experts today.

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cloudsense.com



info@cloudsense.com



[cloudsense-ltd](#)