

# ViewPoint<sup>TM</sup>

## Telecom CRM Built for Agility, Scalability, and Flexibility.

ViewPoint helps you move faster, integrate smarter, and serve better without the overhead.

Leadingpoint





# The Challenge

Modern telecom operations demand more from CRM than ever before.

Whether managing complex customer lifecycles, or adapting to operational demands with agility, – CRM is at the heart of it. But as expectations rise, so do the challenges.

Common pain points we hear from operators:

-  Inflexibility & high customization burden
-  Slow time-to-market & digital initiatives
-  Integration limitations & fragmented customer data across systems
-  System instability leading to operational risk & high failure rates
-  Outdated user experience reduces team efficiency and slows operations

**This is exactly where ViewPoint makes an impact.**

## Let the Numbers Talk

Industry studies report that **30% to 70%** of CRM projects fail due to rigidity, poor fit, and excessive customization.

*([Whatfix, 2024](#))*




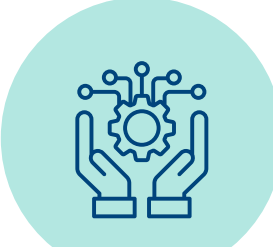






# Why ViewPoint

**ViewPoint is not CRM reimaged — it is CRM done right for telecom.**

Built from the ground up to reflect how operators actually work, it brings together the flexibility, usability, and telecom-specific depth that today's operations demand.

## What sets ViewPoint apart:

-  360° unified customer view
-  Telecom-specific workflows outofthebox—SIM swaps, plan migrations, addons
-  Agile and easily configurable to adapt quickly to business changes
-  Seamless integration with existing BSS/OSS and external platforms
-  TM Forum-compliant architecture for faster industry alignment
-  Smooth, low-risk migration with no operational disruption
-  Modern, intuitive UI focused on users' productivity and performance
-  Embedded billing capabilities to support postpaid subscription models

**Built to evolve—cloud, On-prem.**

### Let the Numbers Talk

Telecom operators that modernize core systems — including CRM — can achieve up to **8% incremental revenue**, reduce cost-to-serve by 10–15%, and **boost customer satisfaction by 20–40 points**.

*(McKinsey & Company, 2024).*



# Why Choose LeadingPoint?

**The right CRM matters — but the right partner matters even more.**

Choosing ViewPoint means partnering with the team that has spent 2 decades solving telecom challenges.

## Why clients choose us:

-  **Proven domain expertise:** Developed by teams who know the industry inside out.
-  **Rapid time-to-value:** Launch fast. See impact quickly.
-  **Phased implementation approach:** We adapt to your rollout preferences.
-  **A partnership-first approach:** Built for long-term value, and focused on mutual success
-  **Modular delivery approach:** Choose the modules you need — from Core CRM, Ticketing, and Ordering to Billing.

**We know telecom. We build for it. And we deliver.**





# Ready to Upgrade?

Stop fighting your CRM. Start focusing on growth.

## Book a 30-minute Live Demo

See how ViewPoint streamlines everyday telco workflows.



## Schedule a Discovery Call

Our consultants will map out ROI, migration, and quick-win use cases.





# Contact Us

Contact our team of experts



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