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FUSIONEXPERIENCE IMPLEMENTS SALES AND SERVICE CLOUD FOR TRUPHONE TO SUPPORT GROWTH

FusionExperience uses extensive knowledge and expertise to help Truphone revolutionise sales processes, improve results and increase efficiency

London, 28 May 2014 - [FusionExperience](#), the business and data solutions company, has today announced that it has assisted global mobile network provider [Truphone](#), with the transformation of its sales process. Working with FusionExperience, Truphone has implemented Salesforce Sales, Service and Marketing Cloud to combine multiple siloed systems into a single, seamless system that provides a whole lifecycle view of subscribers and clients.

The new platform has been designed to provide Truphone with a client support system that generates a holistic view of customers. This is designed so that the company can simplify the sales process, automate administration tasks and address future demand.

The solution includes the following features:

- Order and subscriber processing
- Automatic creation of all account, subscriber and billing in backend systems
- Support for sales, upgrades and cancellations
- Support for large client orders delivered in tranches
- Extensive reporting on key performance indicators to provide executive Management Information on the performance of every stage of the sales process

Colin Windsor, Chief Operations Officer at Truphone comments on the roll-out: "Truphone could not exist without the Salesforce platform. It enables us to deliver world class service, support and provisioning of mobile network services in real time right across the world. Fusion

experience has brought practical hands-on development expertise to ensure the platform meets our needs. We can track customers, set up users and manage customer issues in one holistic system that's intuitive for all our representatives around the world to use.

Steve Edkins, CEO of FusionExperience, reflects on the engagement: "The deployment of the Salesforce Sales, Services and Marketing Cloud at Truphone will ensure that the company remains a unique and dynamic business. Truphone engaged FusionExperience to help implement a scalable cloud-based platform so that they could streamline sales processes and automate administration tasks. Moving forwards, the solution will support the company as it plans to role out services to new countries throughout the world to an aggressive timescale."

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About FusionExperience

FusionExperience is an innovative business and data services company. We fuse our deep domain expertise in the investment, insurance, telecommunications and complementary markets internationally, with technology from our group companies and industry leading partners such as Salesforce.Com and SAP, to build platforms and applications to meet specific business needs. Our purpose is to add value to every one of our client's businesses through services and solutions. We operate across multiple sectors, working fast and smart in a world where time is the scarcest resource.

About Truphone

ABOUT TRUPHONE

Truphone is the only mobile operator in the world without country borders. This brings people closer to their international contacts, makes them more productive, and gives them the international quality of service they deserve.

One of the ways that Truphone achieves this, is by providing people with multiple international mobile numbers on a patented single SIM card, so international contacts can always reach them by making high quality local calls, at a local rate.

Truphone's approach also helps people talk, email and download just as they do at home, within a group of countries called the Truphone Zone. Bundles of voice, text and high speed data work across the Truphone Zone, which includes, Australia, Germany, Hong Kong, the Netherlands, Poland, Spain, USA and the UK.

Outside of the Zone, Truphone serves people in over 200 countries, with regional bundles that provide predictable costs and higher quality network performance in key business areas including, Asia Pacific, Europe and North America.

Truphone's unique GSM network enables it to provide 24/7 multi-language support, and proactive monitoring of network performance within the Zone, to deliver a seamless and consistent international mobile experience.

Headquartered in London, Truphone has offices 10 offices across 4 continents and continues to expand globally. Clients include FTSE 100 and Fortune 500 companies across multiple sectors.

To learn more, visit www.truphone.com