C2M.v2.7.CCB

3.1.2 Select Customers and Manage Programs

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Brief Description

Business Process: **3.1.2 C2M.CCB.Manage Marketing Programs**
Process Type: **Process**
Parent Process:
Sibling Processes:

This process takes place when Utility organization markets various programs and services designed to encourage selected customers to enroll in various sales and marketing initiatives and measures success of efforts. Examples of typical programs include Enrollment to conservation program, sign up for special contract options, setting up marketing surveys.
Process allows target individuals and groups of customers selected by specific criteria. Application initiates various types of customer contacts (e.g. e-mails, text messages, bill messages, letters) and controls how successful communication with customer is. Other words, application checks if any of the data reflecting customer activity in response to marketing efforts has been added and stored. Users have ability to measure success of the marketing initiative, analyze performance and manage sales representatives effectively based on available statistics.

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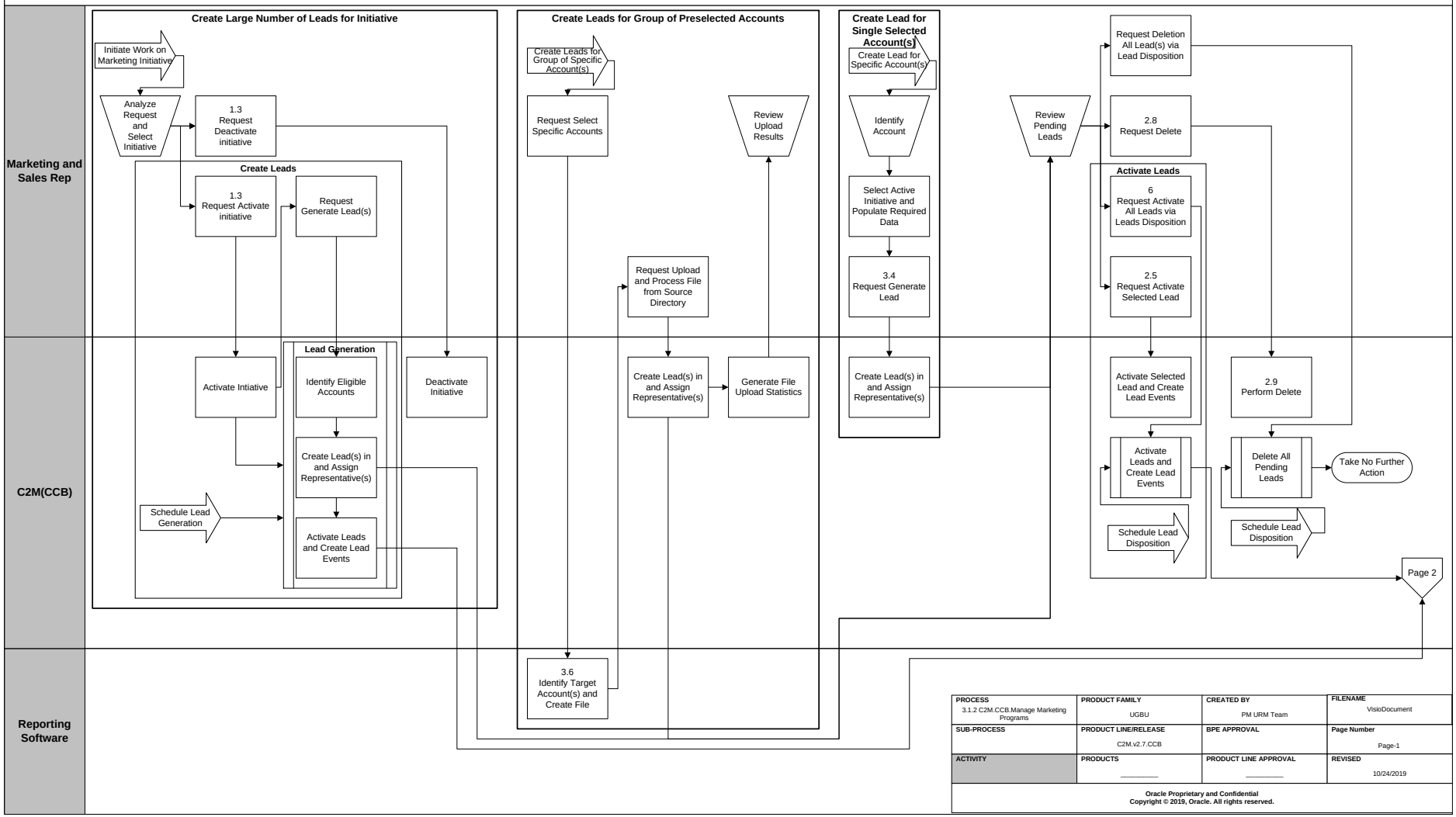
3.1.2 C2M.v2.7.CCB *Select Customers and Manage Programs. Identify Target Customers and Create Leads*



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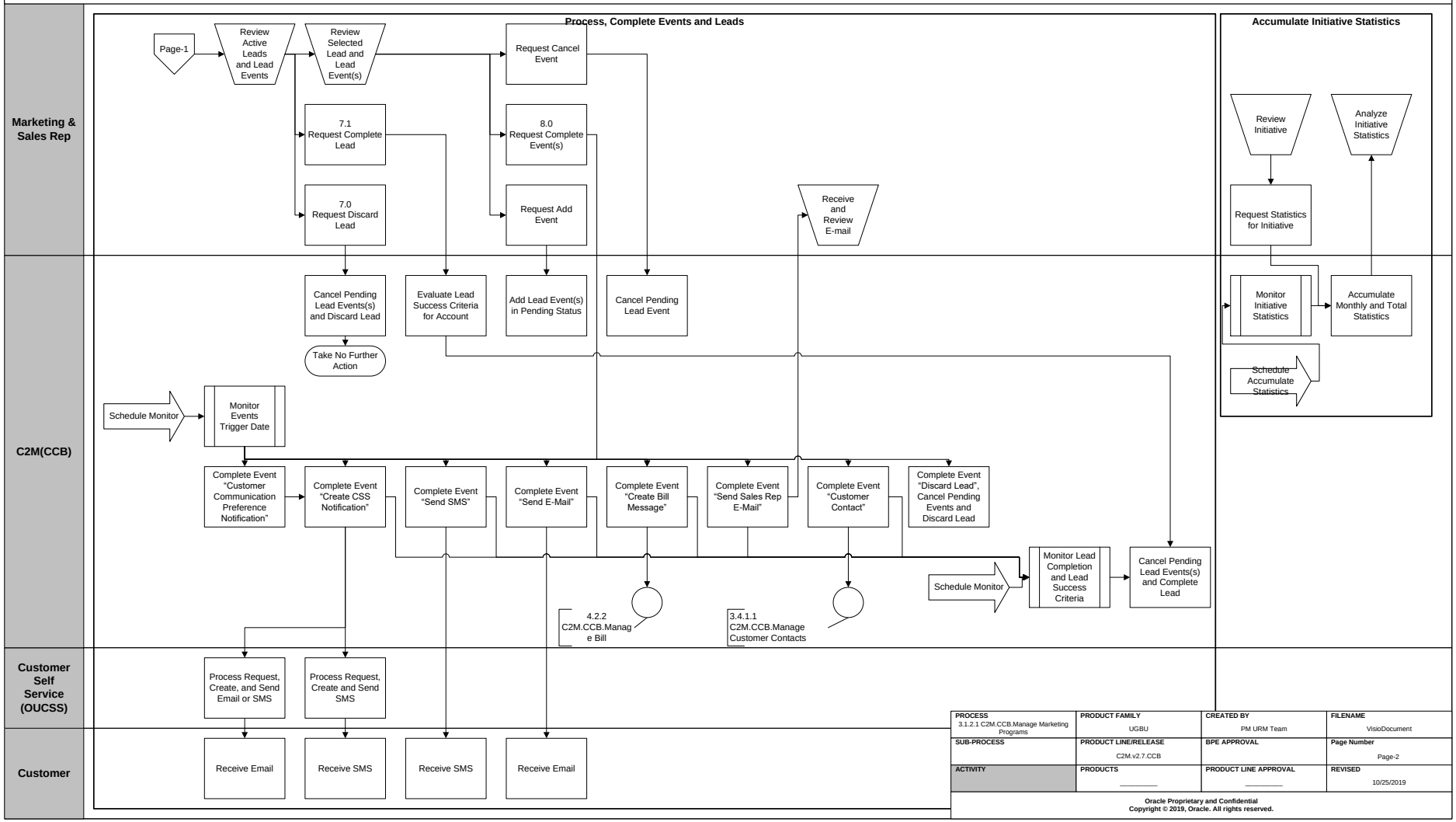
3.1.2 C2M.v2.7.CCB *Select Customers and Manage Programs. Manage Leads and Lead Events*



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Test Documentation related to the Current Process

ID	Document Name	Test Type

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Document Control

Change Record

Date	Author	Version	Change Reference
05/14/2014	Galina Polonsky		Reviewed, Approved
09/02/2015	Muhssin Suliman		Update to CCBv2.5
10/21/2015	Galina Polonsky		Reviewed, Approved
09/07/2017	Ekta Dua		Updated format
09/12/2017	Genti Kondili		Updated for C2M.CCB2.6
09/27/2017	Galina Polonsky		Reviewed, Approved
05/28/2019	Satya Kalavala		Updated format for v2.7

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