**CCS**

**24B**

**3.1.2 Select Customers and Manage Programs**

Creation Date: May 19, 2014

Last Updated: January 21, 2025

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## Brief Description

**Business Process: 3.1.2 CCS.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.

## Business Process Model Page 1



## Business Process Model ****Page 2****



## Test Assets related to the Current Process

| Testing Asset Sr.No | Testing Asset-Flows | No Of Data sets |
| --- | --- | --- |
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|  |  |  |
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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 |
| 12/26/2023 | Kunal Nerkar |  | Updated for CCS 24B |
| 01/26/2024 | Line Prado |  | Reviewed |
| 12/20/2024 | Galina Polonsky |  | Reviewed, Approved |