

**Mrs. Ekaterina Voropaeva**  
**President of GMCS**

**Subject:** implementation and development of CRM system  
for NAO National Satellite Company (Tricolor brand)

Dear Ekaterina,

I would like to extend my gratitude to GMCS Verex for the efficient implementation and development of customer relationship management system for NAO National Satellite Company (Tricolor brand).

Your team has successfully completed tasks to support the plan of business growth, to provide customers and dealers with high-quality service through the development of innovative ways of interaction.

The substantive part of the project was carried out from 2013 to 2018. Since 2014, the BSS solution has been in full-scale use. It includes:

- xRM-system;
- Customer's personal account;
- Dealer's personal account;
- Corporate customer's account;
- Public portal.

The system development, conducted with GMCS and launched in 2018, included the following:

Customer relations:

- work with VIP clients;
- service management;
- financial management;
- the mass transaction for service;
- management of PIN codes;
- logging of customer actions;
- marketing campaigns;
- automated service for OTT service customers.

Relations with dealers and corporate customers:

- marketing campaigns for dealers;
- management of customer requests;
- data management;
- termination of contracts;
- automated service for OTT service corporate customers;
- work with gifts for customers;
- approval of dealer agreements in the EDS "Direktum".

These business processes were developed in dealer's and customer's public portal accounts.

During 2018, the BSS solution was migrated to a new billing system based on SAP platform.

During the entire period of operation, GMCS has provided technical support of the xRM system while demonstrating the high SLA performance.

NAO National Satellite Company thanks your team for the excellent work and recommends GMCS as a reliable and professional partner in CRM automation for telecommunications and media.

Respectfully,  
Deputy General Director for  
Technology Development



/M. Samsonov/