ViewPoint ™

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- Outdated user experience reduces team efficiency and slows operations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.
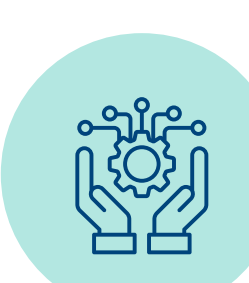
(*Whatfix, 2024*)

Why ViewPoint

ViewPoint is not CRM reimagined — 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

Jordan Office

📍 Wasfi At-Tall St., 90
P.O.Box 3053, Amman 11953

📞 +962 79 518 4010

✉️ contactus@leading-point.com

KSA Office

📍 8479 Al Mashaf, 3713 Ar Rabie
Dist, 13316, Riyadh

📞 +966 57 200 1008

✉️ contactus@leading-point.com

Oman Office

📍 2749 23rd July St, Muscat 130, Oman

📞 +968 77 050 750

✉️ contactus@leading-point.com

UAE Office

📍 DD-14-116-007, WeWork Hub71, floor
14, Al Khatem Tower, Abu Dhabi

📞 +971 50 596 3477

✉️ contactus@leading-point.com

Qatar Office

📍 Area 80, Building 6, Street 910
P.O.Box 11465 , Doha

📞 +974 512 514 01

✉️ contactus@leading-point.com

Leadingpoint

YOUR CHALLENGE IS OUR PASSION

www.leading-point.com