



Improving the customer experience

Datasheet

Overview

Through the implementation of IBM FileNet P8, our clients (including Alliance & Leicester and Britannia Building Society) find they obtain a single customer view leading to increased productivity and reduced administration. Having a clear and joined-up customer view means staff can confidently deal with all the queries that come their way and are capable of achieving a greater 'first response resolution'. This leads directly to a higher quality of customer service.

Key challenges in improving customer experience

We understand how important it is for organisations to cultivate a positive customer experience. Our clients have identified the following as the main challenges to delivering this:

- 1. Gaining a **single customer view**** so staff can see the full range of products, services or interactions customers have with different departments within a single organisation.
Ideal for: contact centre managers, customer administration managers and customer service directors.
- 2. Monitoring progress against **service level agreements (SLAs)**.**
Ideal for: contact centre managers, customer administration managers and customer service directors.
- 3. Empowering the consumer** by enabling customers to obtain updates on their situation, either through contact with customer service agents, or through self-service channels.
Ideal for: contact centre managers and customer service directors.
- 4. Protecting customer information** in the face of growing identity theft and regulations such as the Data Protection Act.
Ideal for: IT directors and customer service directors.
- 5. Finding a cost-effective, environmentally-friendly and customer-friendly **alternative to paperwork**** that contains key information relating to a customer's case.
Ideal for: customer administration managers, operations managers, contact centre managers and customer service directors.
- 6. Automating time-consuming and costly manual processes**, such as confirming receipt of an email or letter.
Ideal for: contact centre managers, operations managers and customer service directors.
- 7. Establishing an effective **audit trail**** for efficient customer complaint handling and internal organisational compliance rules.
Ideal for: customer service directors.

- 8. Implementing effective cross-selling** of relevant products and services to existing customers.
Ideal for: customer service directors and contact centre managers.
- 9. Ensuring effective document management**, electronic and physical, to help track, store and share customer correspondence.
Ideal for: customer service directors.
- 10. Ensuring correct and timely information** is held on all customers at the time of executing operational processes.
Ideal for: customer service directors, customer administration managers and contact centre managers.

Some of our industry partners include:

- **Accenture**
- **Atos Origin**
- **Bearing Point**
- **Capgemini**
- **Getronics**
- **Highbury**
- **LogicaCMG**
- **Ovations**
- **TietoEnator**

Some of our customers include:

- **Alliance & Leicester**
- **Belgian Ministry of Finance**
- **Britannia Building Society**
- **Citigroup**
- **City of Helsinki**
- **Deutsche Post**
- **Nordnet**
- **VISA**

How IBM FileNet P8 can help customers to:

Obtain the single customer view

Using the **IBM FileNet P8** platform, organisations can manage all customer-related information from one place, regardless of what format it started as or where it originated.

IBM FileNet P8 is a unified enterprise content management (ECM) and business process management (BPM) platform that removes the need for separate products. This increases operational efficiency by providing a common, unified interface for building and deploying content and process applications such as complaint handling.

The ability of IBM FileNet P8 to combine front-office Customer Relationship Management (CRM) systems with back-office Content Management Systems (CMS) means that all forms of communication, such as letters, emails and notes from phone conversations, can be stored and viewed together, helping staff gain a clear view of their customers' interactions. This helps to prevent customers being passed from department to department and speeds up call handling times. It is this centralisation of information that helped Citigroup improve response times and customer service, with claim times reduced from two weeks to two days.

Meet SLAs

IBM FileNet P8 has a number of solutions that provide team leaders with a continuously updated view of the organisation, including **Business Process Analytics** and **Business Activity Monitoring (BAM)**. The BAM dashboard provides real-time visibility into the effectiveness of business processes and overall performance by monitoring key business operational metrics. Business managers can then be alerted to deviations via a range of methods including pagers, emails or SMS. The Belgian Ministry of Finance used this technology to improve the visibility, balance and control of its work flow.

IBM FileNet BAM helps companies increase organisational responsiveness while reducing risk by identifying issues before they become problems. This enables organisations to react faster and work to pre-agreed SLAs.

Self-service enables the City of Helsinki to provide its citizens with fast and simple online access to a range of documents.

Enable customer self service and automation

IBM Filenet Business Process Manager enables customers to understand their status in a particular process (a mortgage application for example). This can be done by contacting a customer service agent or through self-service channels, enabling the customer to interact with the organisation in their preferred way.

Self-service enables the City of Helsinki to provide its citizens with fast and simple online access to a range of documents.

Furthermore, **IBM Filenet Business Process Manager**, as part of **IBM Filenet P8**, enables organisations to automatically process incoming customer communications (such as emails containing customer reference numbers) and send an automated response. The result is a positive experience through clear communication and less chance of customers starting another, identical enquiry, or becoming frustrated and approaching competitors.

Prevent fraud and comply with privacy regulations

To help ensure the safety of an organisation's customer data, the **IBM Filenet P8**, platform defines business processes and uses the system to audit the use of customer information, documents and data.

This assists organisations in minimising fraud and means that if any security breaches occur, they are traced back to its origin, be it an organisation or an individual.

Information can be accessed from almost anywhere, details can be called up far quicker and customers benefit from faster response times and better customer service. This enabled Deutsche Post to cut document management costs by 25%.

Reduce the paper mountain

Handling large amounts of paper can be expensive, time consuming and lead to errors. **IBM Filenet Enterprise Content Manager** enables organisations to end their reliance on paper. By integrating content management directly into the operational processes information can be accessed from almost anywhere, details can be called up far quicker and customers benefit from faster response times and better customer service. This enabled Deutsche Post to cut document management costs by 25%.

Eliminate manual processes

Manual processes can prove costly and time consuming due to their labour-intensive nature; manual re-keying of information for example. This can also lead to errors, which in turn take time to correct.

IBM Filenet Business Process Manager enables organisations to gain a competitive edge by automating, integrating and optimising repetitive critical business processes at every level of the business.

Working with IBM FileNet P8, Alliance & Leicester has automated case handling, helping to reduce the workload for staff.

IBM FileNet Business Process Manager helps shorten process lifecycles and automatically manages process exceptions so organisations can react immediately to internal events or customer demands.

Reducing cycle times and improving productivity across the entire organisation leads to faster, more effective customer handling. Working with IBM FileNet P8, Alliance & Leicester has automated case handling, helping to reduce the workload for staff.

Establish an effective audit trail for efficient complaint handling and regulatory reporting

It is vital for all organisations to keep track of any customer grievances. All complaints must be filed when received, updated as they progress and stored for simple and easy access and to comply with regulatory reporting requirements. The City of Helsinki worked with IBM FileNet P8 to create a fully auditable system that enables its staff to track customer complaints through to resolution.

IBM FileNet Records Manager is a comprehensive Enterprise Records Management solution that combines content, process and connectivity to address real-world records management problems. Users can quickly locate any record for better decision-making and to meet operational or legal needs. This provides organisations with easy access to documents for more accurate legal assessment and legal defence strategy planning and better defensibility of their compliance programmes. In addition, automated disposition processes ensure that information is not kept longer than necessary, reducing storage costs and litigation risk.

Implement effective cross selling

While cross-selling can be a good source of extra revenue, if poorly managed it can be damaging. If a customer has declined the offer of an additional service, it will harm an organisation's relationship with them if they are repeatedly contacted regarding the offer. **IBM FileNet P8** enables organisations to see all communication history easily in order to effectively manage cross-selling.

Ensure effective document management

It is essential that all communication between customers and organisations is carefully managed as losing this information can be extremely damaging. Not only is customers' trust shaken but the resolution of any issues takes much longer.

IBM FileNet Enterprise Content Manager enables organisations to automate case handling and eliminate reliance on physical documents. With documents stored and managed electronically they are simpler to track and can be instantly shared between case workers or across departments.

IBM FileNet P8's unified ECM platform improves customer service

With customer information changing all the time, it's vital that organisations maintain one single version of the truth. Staff can then be confident that they are using the correct document, helping to avoid errors and reduce handling time. The City of Helsinki achieved this 'one-version' approach thanks to the IBM FileNet P8 platform.

Active content management enables organisations to handle a customer's information throughout their time with them. This means that staff can easily access a complete correspondence history, helping them to deal more effectively with the customer.

“We can now respond to customer requests faster. On the day of receipt, all customer communications are made available to our team in India. This makes us highly responsive and competitive. Thanks to IBM FileNet P8 we’ve cut the application process from more than two weeks to just two days.”

Marco Diehl, First Vice President, Citigroup

Customer examples

Citigroup

Looking to optimise operational efficiencies and control across EMEA, Citigroup established a central IT services centre for archiving and process solutions. This provides ECM capabilities from IBM FileNet P8 to business users throughout the region.

Marco Diehl, first Vice President, Citigroup said: “We can now respond to customer requests faster. On the day of receipt, all customer communications are made available to our team in India. This makes us highly responsive and competitive. Thanks to IBM FileNet P8 we’ve cut the application process from more than two weeks to just two days.”

Alliance & Leicester

Alliance & Leicester Commercial Bank wanted to improve the service to its customers by speeding up enquiry response times.

The bank implemented image repository, volume management, scan and fax and process components from IBM FileNet P8. As a result, Alliance & Leicester has largely achieved a one-touch approach to handling customer queries, automated case handling leading to a greater visibility of customer queries and massively reduced response time.

Belgian Ministry of Finance

The Belgian Ministry of Finance (BMoF) needed to develop a complete integrated solution for tax administration. Working with IBM FileNet P8 enabled the organisation to automate and optimise processes leading to a reduction in cycle times for claim decisions. The process solution also helps BMoF provide balance across the organisation.

Marc Bressnick, Manager, Central Administration BMoF said: “IBM FileNet P8 helps us greatly in looking up files, meeting deadlines and researching why cases are being held up.”

Deutsche Post

Faced with high document management costs and times of up to one day to locate information, Deutsche Post implemented IBM FileNet Image Manager. The solution has cut costs by 25% while reducing search times to an average of two seconds.

In addition, Deutsche Post has increased its capacity for the future. This is crucial as approximately 35,000 documents are generated every day with a further 14 million already archived.

“Documents can be located much more easily and quickly, and they are more securely managed, which ensures that they are not lost.”

Tuomo Karakorpi, IT Director, City of Helsinki

City of Helsinki

The City of Helsinki implemented an ECM solution from IBM FileNet P8 in order to manage the 250,000 documents stored in its archive. This content includes citizen complaints and queries and is growing at a rate of 50,000 documents per year.

Tuomo Karakorpi, IT Director, City of Helsinki said: “Documents can be located much more easily and quickly, and they are more securely managed, which ensures that they are not lost.”

Nordnet

Nordnet, Scandinavia’s largest telephone and internet financial broker, was looking to refine its customer service and maintain its top position in customer satisfaction ratings. Key to this was improving the time taken to resolve customer queries. An ECM solution from IBM FileNet P8 was installed to help the organisation store and source required content and accelerate customer-facing business processes.

The solution has enabled Nordnet to store and access all relevant customer information from one point. Having all this knowledge in one place helps Nordnet resolve customer enquiries and issues faster, leading to significantly improved customer service.



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