

IBM proves essential for customer experience

Overview

The largest telephone and internet based financial services brokers in Scandinavia has over 4 million trades annually across the Nordic region and also in Germany and Luxemburg. All of the company's transactions, typically the buying and selling of stocks and shares, take place through a single portal application used by both employees and customers directly, in six different languages.

With full reliance on web or telephone based interaction with customers, it was vital for the company to make customer care not only competitive, but the best in the market. In doing so it could ensure high levels of customer satisfaction, while also maximising cost effectiveness by answering enquiries in the quickest possible timeframe.

In order to achieve market leading customer care, the company built its own specialist application during 2005. This gave the customer care teams sound basic information, but they still lacked a single view of all information relating to each customer transaction. For example, they could not see details of correspondence or contracts which were often critical to their discussions with customers.

To gather this extra information required the customer care teams would need to go and locate it, in paper files or document archives; they could not answer customer queries quickly and often had to call the customer back, sometimes several days later, once the information had been located or supplied by the relevant department.

The new customer care and service application is designed to help the company to maintain its market leading customer satisfaction whilst going through rapid and significant growth. With annual growth close to 30 percent it is critical that the company provides its customer care staff with

the best tools to carry out their roles effectively, while the company plans new developments and improves operations.

Improvements will be measured in relation to:

- Increased customer interactions dealt with by first line support
- Decreased time taken to solve cases
- Decreased number of unresolved cases
- Increased sales
- Decreased learning curve for new employees

The company decided to find a solution that could integrate, store and source required content and accelerate its customer facing business processes. It surveyed the market for partners who could provide, or build the system for them. Serious consideration was also given to building the system itself, but the company decided that the IT department did not have the specialist focus or time to do this. The key factor in its final choice was finding a solution that provided integrated management of both content and business processes.

The IBM FileNet ECM platform was proposed by Mora Tech, a provider of IBM FileNet based ECM solutions in Scandinavia. The company immediately favoured IBM due to its strong integrated Business Process Management capability.

The customer

■ **Headquarters**

Stockholm, Sweden

■ **Industry**

Financial Services

■ **Application**

Company-wide solution for improving customer care through integrated access to customer content and automated business processes

■ **Products**

- *IBM FileNet P8*
- *IBM FileNetContent Manager*
- *IBM FileNetBusiness Process Manager*
- *IBM FileNetEmail Manager*

■ **Benefits**

- *Improved customer experience through integrated access to all relevant customer information*
- *Quicker resolution of customer issues and enquiries increasing customer satisfaction*
- *More cost effective customer service improving bottom line*
- *Increased employee effectiveness leading to reduced staff turnover*

Once IBM was shortlisted joint workshops were carried out with the company's IT department and customer care department, in order to bring the various teams together to build a solution that was both intuitive and accurate for users and a strong technical fit for the company's infrastructure.

The solution, which will go into production in October 2006, works through a Nortel Computer Telephony Integration (CTI) system. When a customer calls or visits the company's website they are asked to enter their unique customer number and reason for their enquiry. From this the system automatically identifies the customer and his or her spoken language and directs them to the correct person in the customer centre to deal with their needs. The CTI system also records the length of time taken to handle the customer enquiry so that performance and efficiency analysis can be carried out later on.

The customer information collected by the CTI system then triggers the IBM FileNet ECM platform to source the additional information relevant to that particular customer, enquiry or transaction automatically. The IBM system then pushes the information to the customer's front office portal so that it is accessible by the customer care representative.

As the customer care representative deals with the customer enquiry, which could range from solving a technical issue like not being able to connect to the website, to wanting to make changes to their share portfolio, IBM FileNet's in-built BPM function enables them to initiate a range of 15 processes designed to quickly deal with the issue or perform the necessary transaction.

These processes include:

- Incoming communication (telephone, mail, fax and web)
- Outgoing mail
- Outgoing web communication
- Mortgage processing
- Technical support
- Complaints and reclamation
- Credits
- Transport between accounts
- Pensions

Despite all efforts to deal with customers through electronic or verbal means, there is also inevitable paper based correspondence and documentation. The IBM system is also linked to a Kofax document scanning and archiving system so that paper based information can also be accessed quickly online when required for a customer enquiry. IBM FileNet is also integrated with Microsoft Exchange so that email alerts and reminders can be triggered as part of automated processes.



In the future the company also plans to improve its customer audit trail and support for frontline teams by keeping voice recording data in the IBM system, so that it can be accessed at a later date as evidence of previous conversations or for quality assurance purposes.

When production is complete, the solution will be rolled out to 25 users initially in the customer care department. Over time other users will be added in other departments, for example IT, financial advice and finance, making 100 in total.

While the full benefits of the system are yet to be realised, the company is looking forward to faster, more accurate customer service and streamlined processes. The resulting first class customer experience will help to drive increased revenues and coverage in its region.

By providing more support for the customer care teams through the system, the company also anticipates reduced employee churn which will also serve to increase customer satisfaction.

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