



More Service For Your Customers, Less Overheads For You



Solving problems the clever way:
The Empolis:Service Lifecycle Suite for
automating information processes in
customer services



Service Challenges

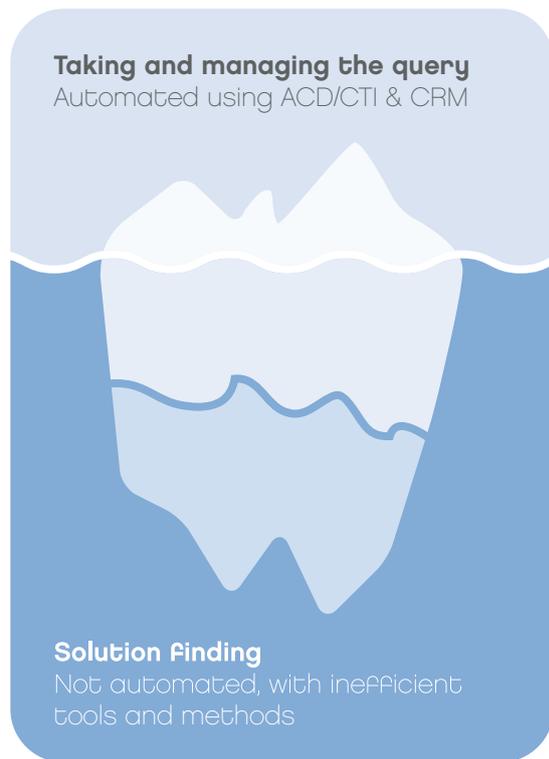
The current situation in many customer service environments is defined by three distinct problem areas:

Inefficient tools and solution finding methods: Systems have been introduced that optimise how incoming customer queries are taken, forwarded and monitored. These include for example Automatic Call Distribution (ACD), Computer Telephony Integration (CTI), Ticket Management and Customer Relationship Management (CRM) systems. International studies (e.g. by SSPA – Service & Support Professionals Association) show, however, that only 20% of the total costs and the total time for handling and solving a customer’s query are attributed to taking and managing the query. The remaining 80% account for actually finding a solution to the customer’s problem. Nowadays the majority of companies handle this percentage inefficiently, with unsuitable tools and methods.

The amount of information is growing exponentially: The issues to be resolved and products are getting increasingly complex. In this fast-moving age customers expect shorter and shorter response times. At the same time, call centers suffer from a high rate of staff turnover, so that an exchange of information and experience between colleagues hardly takes place.

Therefore, carefully accumulated knowledge is never complete and often disappears without being used. Money is saved on the human resource with its limited information procession capacity. Instead, qualified experts are replaced by semi-trained service personnel. The skills gap is getting increasingly wider.

Fragmentation of information and contact channels: In larger companies information is often not widely accessible, as it is stored in fragmented individual applications or even in different parts of the company. This makes keeping track of existing information difficult and prevents linking new information with existing knowledge. Unnecessary interruptions in the flow of information occur.



80% of service resources are used to actually finding a solution to the customer’s problem.

Efforts to improve matters are mostly isolated cases in the different contact channels, like for example call centers (telephone), web self-service (Internet), voice self-service (Interactive Voice Response Systems, IVR), email, post (letters, fax) as well as end customers office facilities (point of sale). But these improvements do not take the process as a whole and the interaction of the processes into account. The administration effort is high, the actual benefit low.

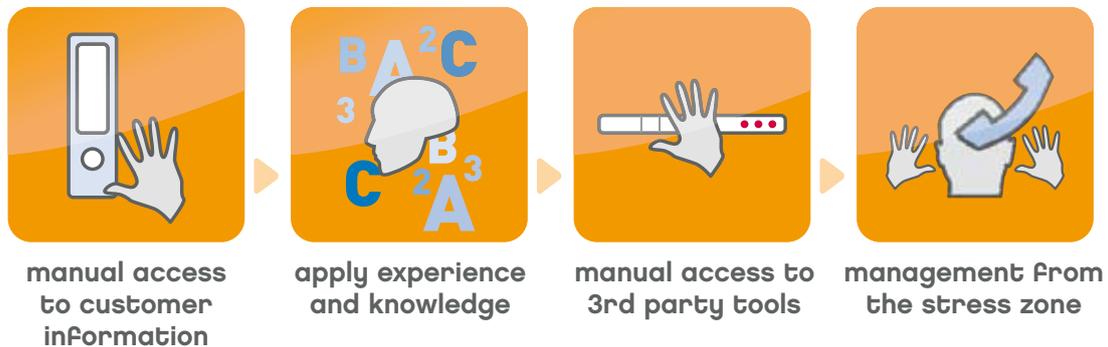
From manual to automated production: What has long since been a reality in industry, can also improve the customer service quality while reducing costs! To achieve this, processes must be automated and information logistics optimised. The product of the modern contact center – its know-how – must be generated and distributed in an automated way.

Today's largely manual procedures in customer service must be automated consistently to achieve long-term improvement. Here it is particularly important to look at customer communication by telephone as the vast majority of communication takes place via this channel.

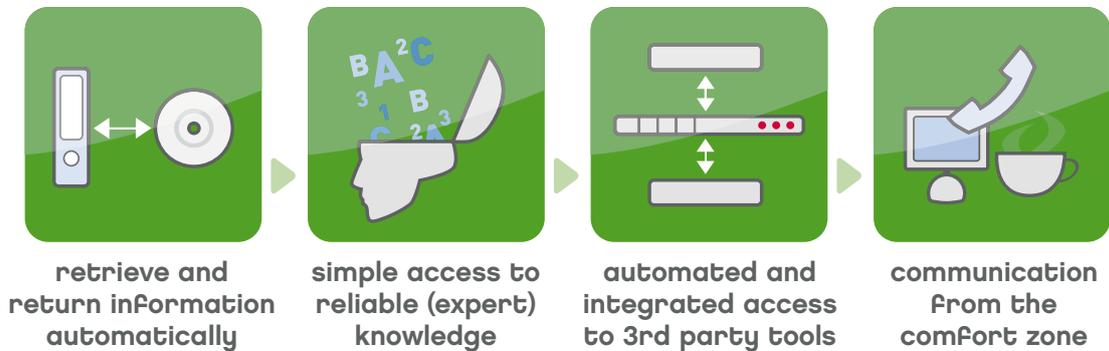
A common situation today:

- Manual access to information
- Problem-solving knowledge and experience not accessible (not explicitly) and not validated
- Manual access to third-party systems
- Conversations held in the stress zone

The Empolis:Service Lifecycle Suite eliminates these disadvantages.



BEFORE



AFTER

Revolutionise Your Service

The Empolis:Service Lifecycle Suite (e:SLS) will revolutionise your service organisation. Just as in an industrialised production line, know-how is distributed automatically from the various sources to the contact channels. All your service personnel have access to the same validated information. Your customers will experience a consistently high level of quality response, while you reduce costs at the same time.

e:SLS allows your customer services to find the correct answer to a customer's query as quickly as possible and forward it consistently to each contact channel. New information is automatically added to existing knowledge across departments and/or companies.

e:SLS is the key to significantly cutting problem solving processes and subsequently 80% of the overall costs. At the same time the quality of response and customer satisfaction is increased without having to consult additional, expensive experts, but by using available, less qualified personnel in a more effective way.

The Benefits

Customers solve their own queries

- Web and voice self-service around the clock
- Analysis and solution of the query by customers themselves
- Fewer calls to the call center
- Fewer escalations
- Shorter processing time when situations escalate

All service personnel have access to expert knowledge

- Shortening the response time
- Enabling them to answer more complex queries
- Increasing the first-fix rate and therefore decreasing escalation
- Reducing training times
- Maintaining the same high quality of response regardless of experience and training

Experts concentrate on their core responsibilities

- Focusing on solving difficult problems
- Creating and managing knowledge
- Channelled learning and control

Cross and up-selling potentials are used

- During the problem solving process in the contact center and web self-service, products relevant to the individuals' requirements are offered while answering customers queries
- Without using special field sales personnel, products or services are offered convincingly and sold successfully by customer services

Service partners are enabled

- Contractor presents validated (expert) knowledge and processes
- Improvement and standardisation of control and reporting



The Empolis:Service Lifecycle Suite (e:SLS) is the highly scalable standard software for automated, knowledge-based query processing. It guides all service personnel (e. g. call center agents, self-service customers) in responding to queries and solving problems, just like a seasoned service specialist.

The combination of dynamic decisions trees with intelligent search functions and an efficient knowledge data base makes you capable of responding reliably to difficult queries outside your usual field.

Dynamic decision trees guide service personnel directly to a question-and-answer script that automatically takes into account the description of the problem in natural language terms and the customer's own context. Apart from finding the relevant service literature like FAQ documents, solution descriptions or manuals, the **intelligent search function** identifies the right decision tree. The workflow-supported editing environment in the **efficient knowledge data base** for example supports your personnel in creating and managing FAQ documents.

Integrated approval processes guarantee that all service personnel only receive correct and complete documents. Your business knowledge is modelled and used intensively by all e:SLS modules.

The **web-based user interfaces** make using the e:SLS child's play. Due to easily modified HTML templates your call center and web self-service, for example, are up and running in no time.



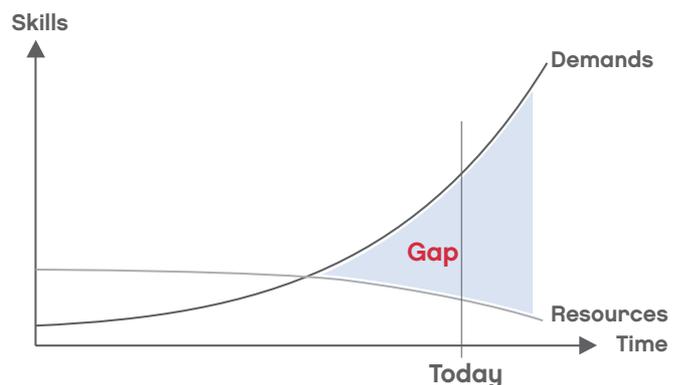
Automatic processing of incoming mail analyses incoming post, such as faxes, letters and emails, files it automatically into your pre-defined categories, suggests suitable text for answering queries, forwarding both together to the person responsible according to their own personal profile (known as skill-based routing). This minimises the effort required to distribute and answer incoming mail, improves the response time and relieves service personnel from routine tasks.

The **standardised administrative environment** guarantees that all contact channels such as call center, voice and web self-service are supplied with the same information.

Comprehensive infrastructure components manage and monitor access privileges, collate and analyse feedback, log user actions and make reports on them possible. Further more an infinite number of **third-party systems** (e.g. ticket, measurement, CRM, order processing or product management systems) and data sources can be linked to the automatic breakdown and analysis of customer queries. The service personnel only work with one single application.

Features

- Simple integration into the existing infrastructure
- Intuitive, modern web interface
- Dynamic decision trees for specific problem diagnosis
- Intelligent search for decision trees and service literature
- Efficient knowledge database with business knowledge model
- Workflow-supported editing environment with approval process
- Automatic processing of incoming post
- Comprehensive infrastructure components



The ever-increasing gap: The gap between demands made on service personnel and their skills shows no signs of closing.

ADVANTAGES:

- Automation and standardisation of query processing
- Reduction of query processing times
- Improvement and standardisation of quality of information
- Fewer escalations and therefore less pressure on experts and those in charge
- Call center agents communicate with customers from their "comfort" zone
- Improvement of reporting





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