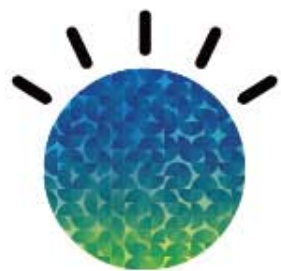


2012年4月11日

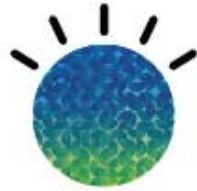


以客户为中心 引领商务新思维

2012 IBM 智慧商务高峰论坛



2012年4月11日



以客户为中心 引领商务新思维

2012 IBM 智慧商务高峰论坛

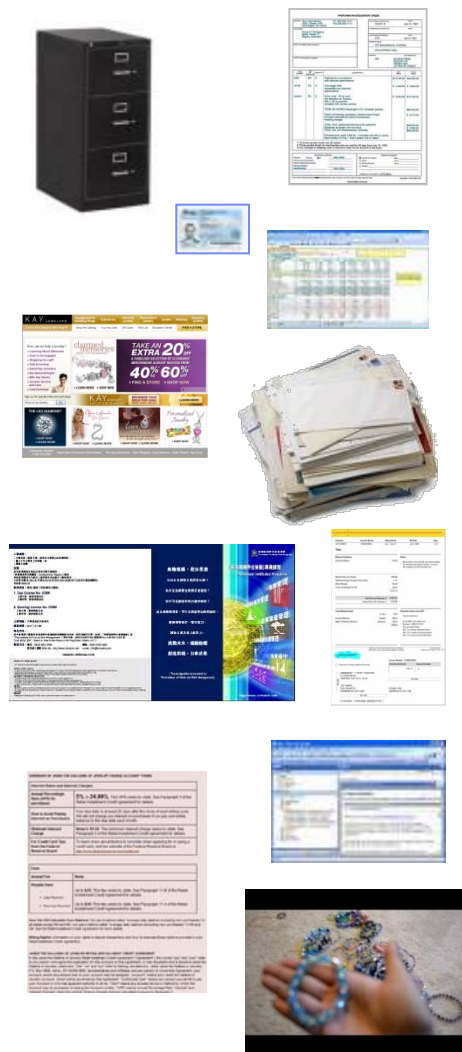
ECM 如何通过降低成本、改善效率并提高组织的购买、市场、销售和服务活动的质量来实现“智慧商务”。

Dan Bigos

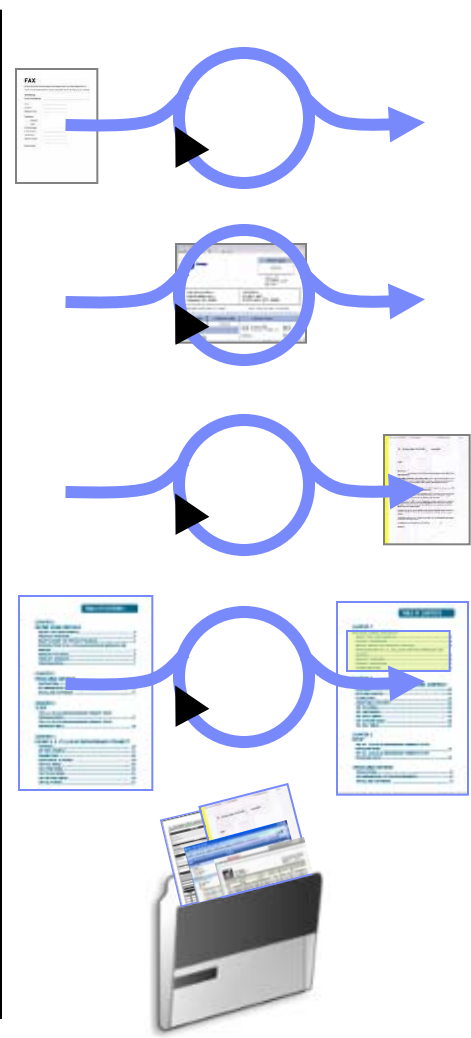
IBM ECM 行业营销



content

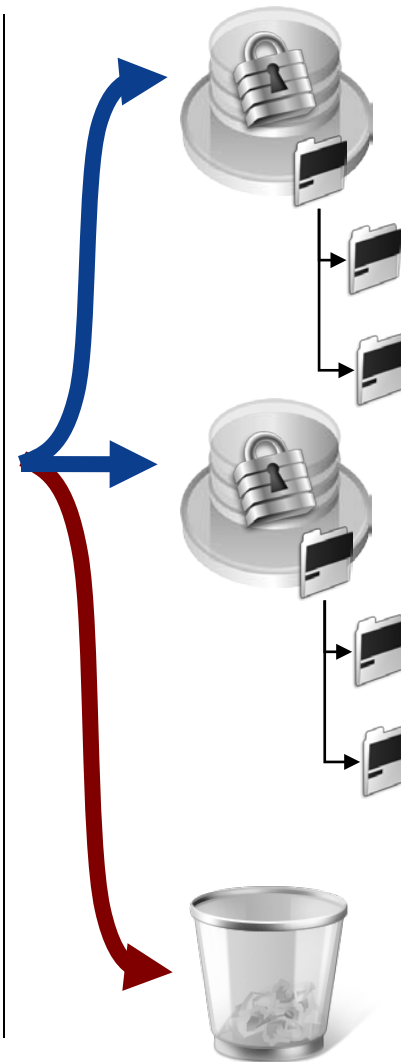


process

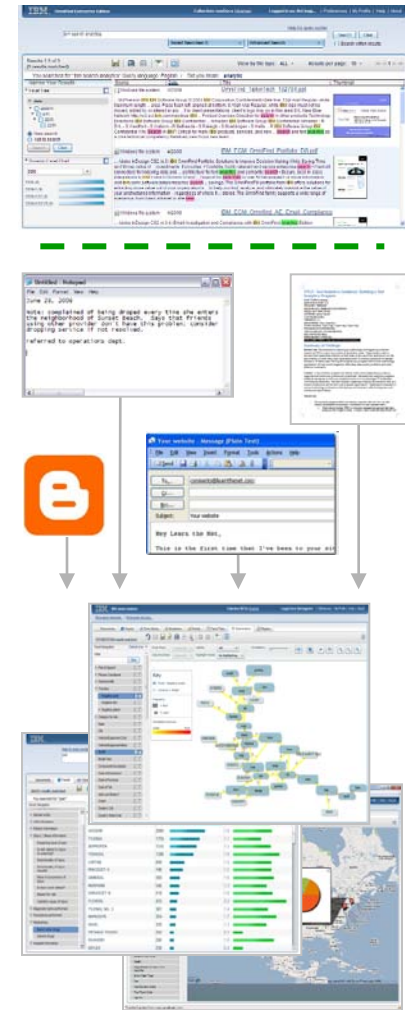


case management

lifecycle



search & analytics



企业内容管理的作用

之前：原始材料提供给一家工厂，您购买一盒牛奶，拥有一个新家，决定哪种类型的洗碗机是最好的，建立一个退休帐户，购买寿险，选择一项投资，您汽车的贷款得到了批准，您从客户服务获得了答案.....

某人：签署了一份供货商协议，批准了发票，准备了抵押文件，编写了用户手册，审核了贷款文件，创建了营销材料，修订并发布了客户支持信息。

没有合适的文件、表格、沟通和内容，以及管理它们的流程，这些商务交易（购买、营销、销售和服务）都不会发生。

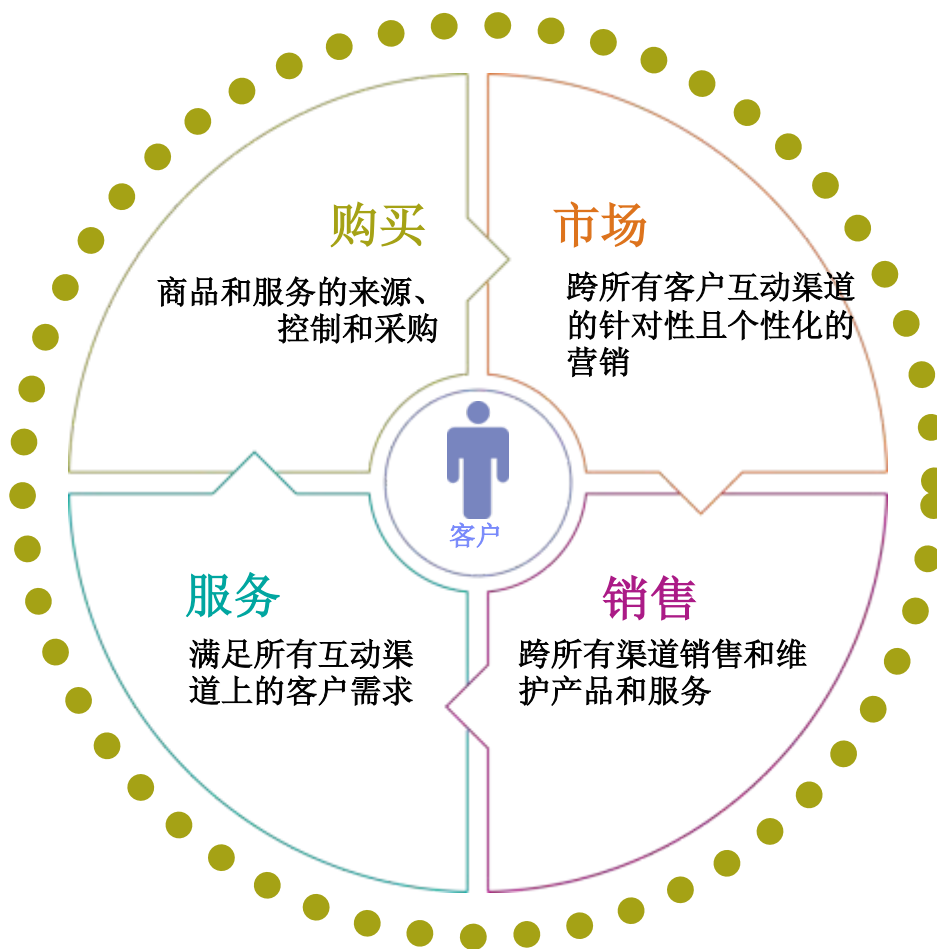
文件定义业务协议并指导日常运作。业务流程管理为这些交易带来更高的效率。内容分析提供客户需求、问题和观点的快速洞察。所有这些能力都为智慧商务提供了支持。

内容对商务至关重要。

IBM ECM 支持所有的智慧商务领域

合同和支持信息
供货商沟通
应付款
产品信息
ERP 整合

产品/服务信息
数字资产管理
“客户的声音”



ERP 整合
CRM 整合
“客户的声音”
客户对应
报表、账单、确认书
产品/服务策略和流程信息

CRM 整合
产品信息
客户“宣传培训”
数字资产管理
报表、账单、确认书
产品/服务策略和流程信息

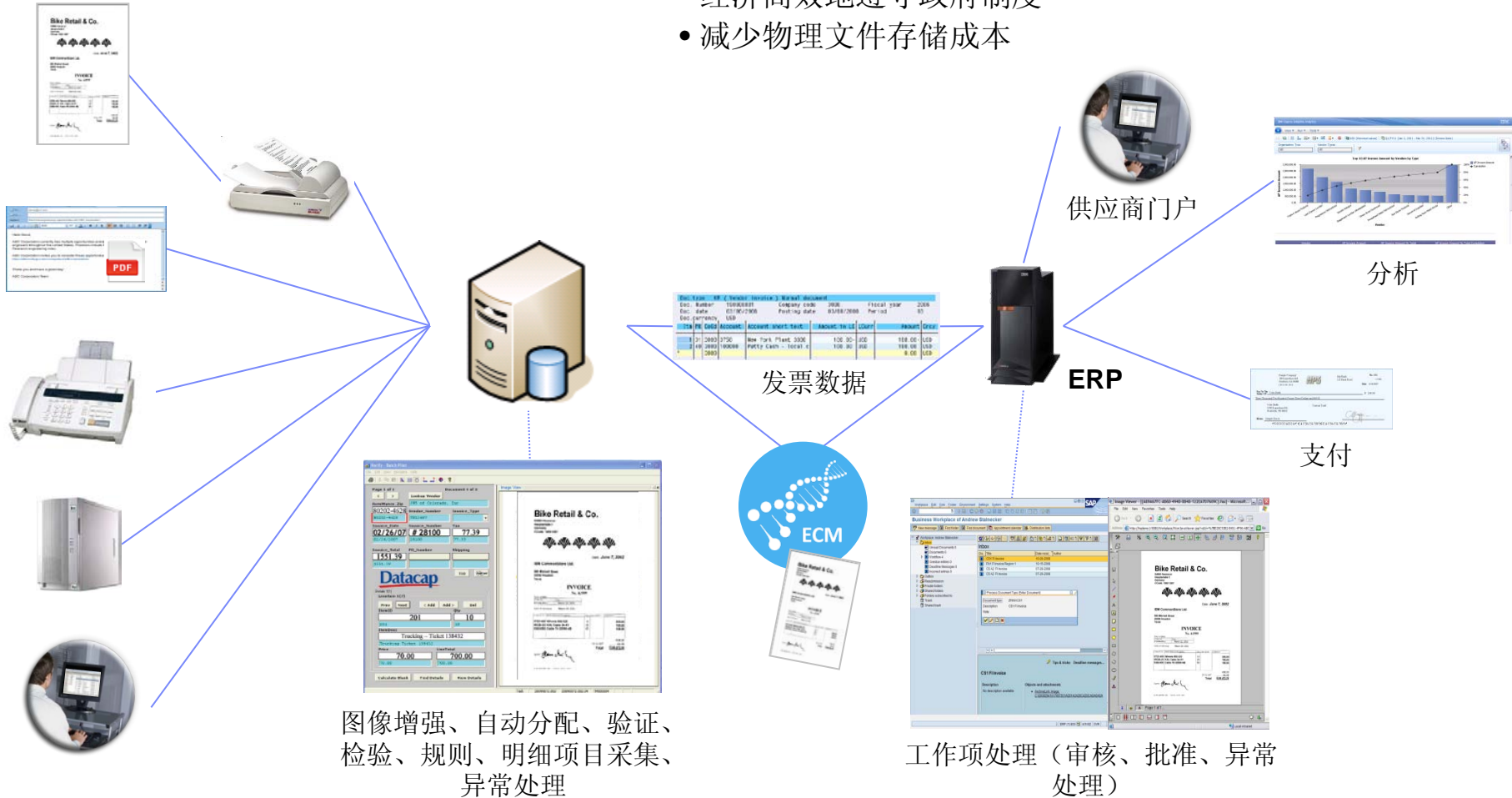
IBM ECM 在何处和如何对关键商务领域带来积极影响

<p>购买</p>	<p>供货商生命周期管理</p>	<p>买方合同管理</p>	<p>应付款</p>	
<p>市场</p>	<p>产品、服务、策略和流程</p>	<p>数字资产管理</p>	<p>客户的声音</p>	
<p>销售</p>	<p>产品、服务、策略和流程</p>	<p>“潜在”客户</p>	<p>综合企业销售</p>	<p>报表、账单和确认书</p>
<p>服务</p>	<p>产品、服务、策略和流程</p>	<p>复杂客户服务</p>	<p>客户的声音</p>	<p>客户的“单一观点”</p>

购买

应付款流程

- 减少或消除人工数据输入及相关的错误
- 简化发票和支付验证
- 消除由于丢失发票而导致的呆账
- 改善对客户和供应商的响应时间
- 经济高效地遵守政府制度
- 减少物理文件存储成本



图像增强、自动分配、验证、
检验、规则、明细项目采集、
异常处理

工作项处理 (审核、批准、异常
处理)

市场

客户洞察让多个业务领域受益

市场营销



- 促销规划
- 客户细分
- 竞争评估

- 辅助材料开发
- 监测常见问题
- 高效的促销

产品管理



服务管理



销售



客户服务



提供商



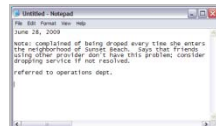
外部和内部内容（和数据）来源，包括社交媒体等



电子邮件



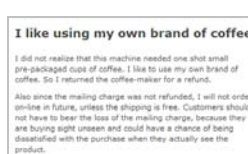
市场研究手稿



CSR 日志



内部文档和报告



产品审核



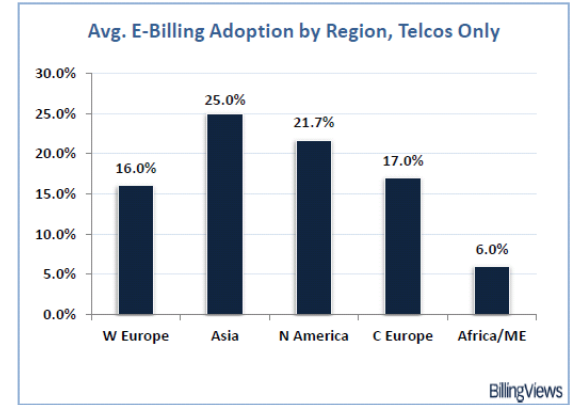
博客



语音

文本

- 通过消除印刷和邮寄，每个账单节省 US\$1.50 到 \$4.00
- 减少了结账流程的时间和成本
- 通过自助服务减少了呼叫中心成本
- 针对查询、诉讼或审计的调查
- 分析用户使用情况，以建议更好的计划或产品包



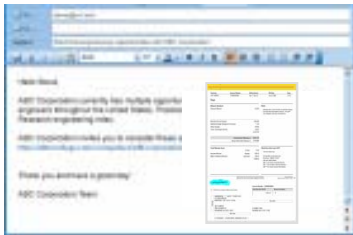
来源: Billing Views: Billing Reborn, 2011 年 10 月



结账系统



无需印刷和邮寄

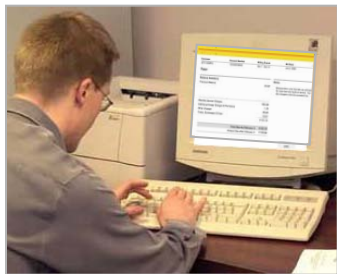
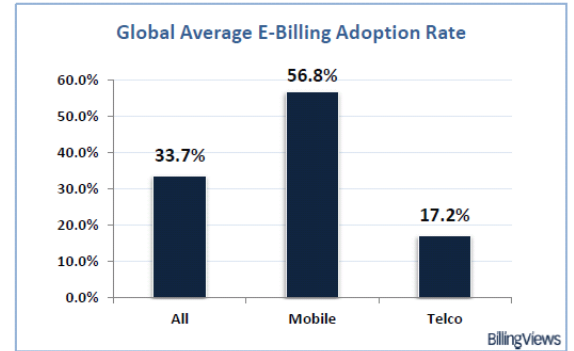


电子邮件交付

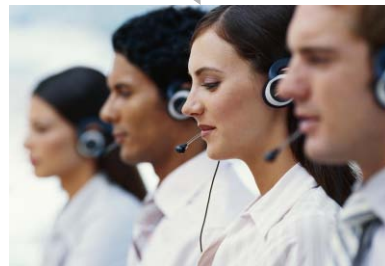
归档



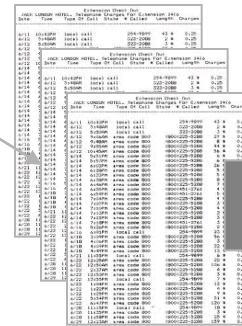
保留、电子查询、保存和诊断



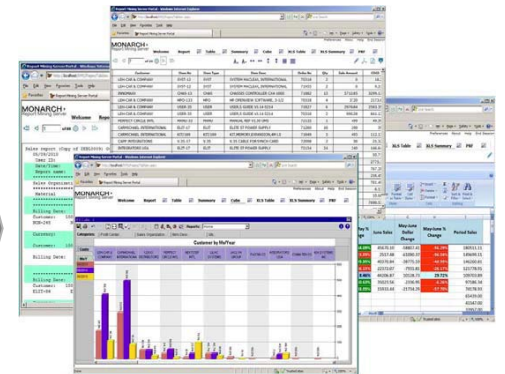
自助服务

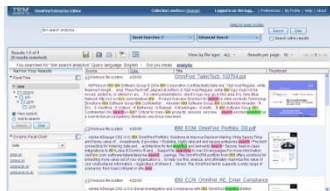


快速解决账单咨询

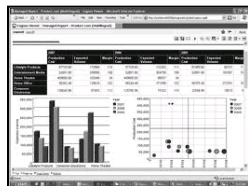


分析使用情况并建议更好的服务或计划





搜索相关的产品、服务、提供商、客户、过程、策略信息



系统报告



SLA



产品信息



交易收据



监测活动和性能



技术文档



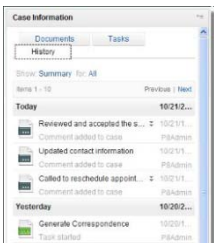
跟踪传入/传出通信



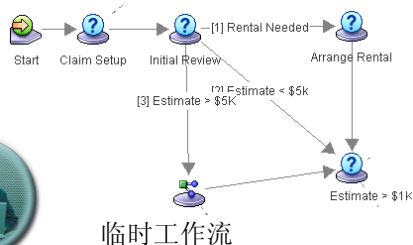
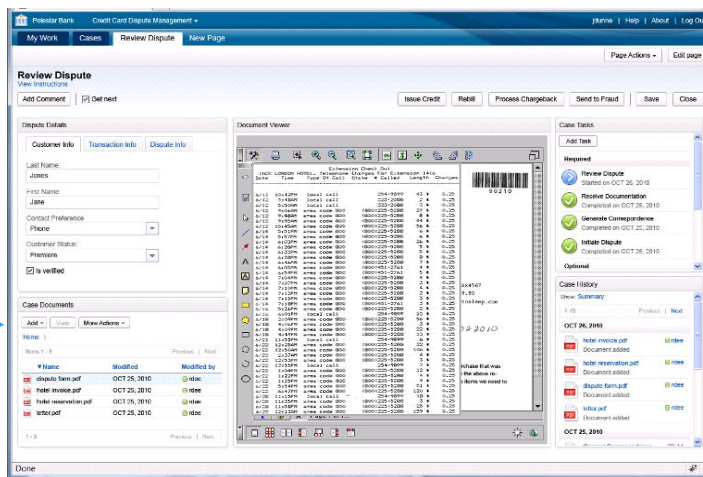
聚合和保留相关的信息

- 呼叫中心升级
- 复杂客户问题解决
- 欺诈调查
- 企业账户管理
- 结算争议
- 事故/中断/意外调查

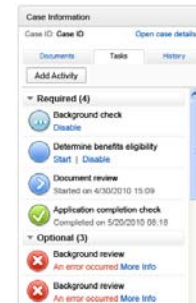
实时协作



采集中小企业备注和评论



临时工作流



任务管理



协调中小企业的专业经验和技能



CRM

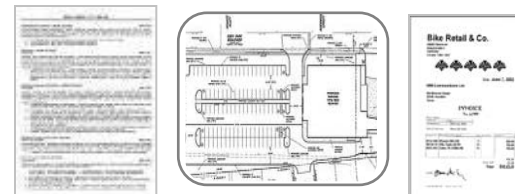
ERP

LOB

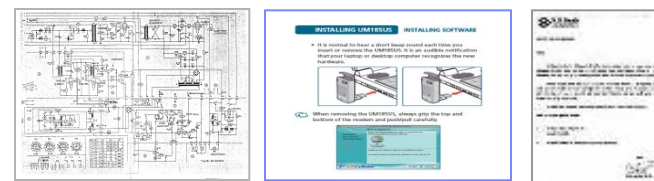
整合关键信息来源

适用于关键商务实体的 ECM

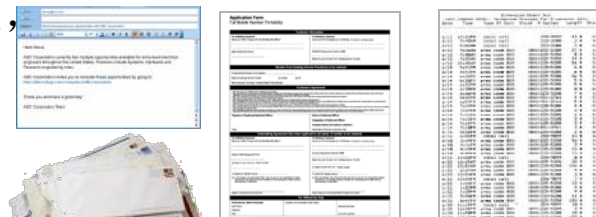
供应商 – 管理内容和特定于内容流程的生命周期：**确定业务关系，指定交换的商品/服务，记录交易和沟通的证据**



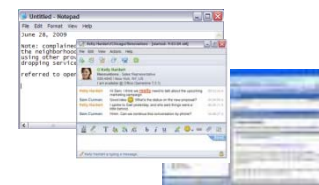
产品/服务 – 管理内容和特定于内容流程的生命周期：**描述或记录产品/服务、使用、技术参数、组成部分、担保、维护、修理和操作**



客户 – 管理内容和特定于内容流程的生命周期：**确定业务关系，指定交换的商品/服务，记录交易和沟通的证据，促进综合客户服务和支持问题的有效解决**



分析客户通信和沟通，快速识别和分析趋势、模式和统计上相关的事实，获取对“**客户的声音**”的更翔实的理解



<http://public.dhe.ibm.com/common/ssi/ecm/en/zzs03023usen/ZZS03023USEN.PDF>

IBM Software
Enterprise Content Management

Solution Brief



Highlights:

- Analyze customer and operational data and build business processes to optimize buy, market, sell and service activities
- Enable a single, secure access point for all unstructured content and communications associated with suppliers or customers
- Provide accurate, consistent, current information about products, suppliers and support across the entire organization

Content is essential to commerce

IBM ECM helps organizations improve the efficiency of buy, market, sell and service processes

Smarter Commerce: Redefining the value chain in the age of the customer

It all starts with the customer. In business, this statement has always been true. But today, a new breed of customer is dictating a fresh set of terms in the dynamic between buyers and sellers.

IBM® Smarter Commerce™ addresses this changing dynamic by putting the customer at the center of all operations, analyzing critical client and operational data—from multichannel buying behaviors to social media content—and building business processes that help companies buy, market, sell and service their products accordingly. It reaches deep within the business-to-business supply chain, integrating business partners, suppliers and vendors, enabling the entire value chain to anticipate customer needs, not react to them. And it identifies and addresses the unsustainable inefficiencies of our global systems of commerce.

Smarter Commerce depends on content

A broad spectrum of activities fall within the definition of “commerce.” At one end, simple transactions involving the immediate exchange of goods or services for cash or credit take place millions of times each second. At the other, complex commercial transactions involve months of planning, scores of individuals (or organizations) and the coordination of international resources.

Regardless of the type of transaction, content management plays a foundational role, providing value long before a product or service is sold. Before raw materials are delivered to a factory. Before you purchase



Solution Brief

Solution Brief

Identify identification of a market reduce or service, or to service. Once the business case of identifying appropriate of this procedure varies by or services brought to use management capabilities, evaluation, selection and enable a greater degree of er life cycle.

Services from IBM provide a immense featuring content, les, ad hoc tasks and social elp facilitate:

quote and any duce specifications or eboard” used to

atic review of the

ion and finalization ement of unstructured y suppliers

an link content, contract, ndence associated with a nning (ERP) or other supply chain decisions and unications (email, fax, paper) d between buyer and ined as corporate records to er performance and ditional negotiation strength ss.

Supplier invoices are commonly range (EDI), many accounts

payable operations are inefficient processes involving paper invoices, printing, rekeying of data, and manual routing and filing. IBM ECM helps organizations automate these procedures by capturing invoices from email attachments or scanned paper documents so quickly and easily classify, route and process them—often without human intervention.

When intervention is required, IBM ECM helps minimize processing time and reduce errors that can prevent timely processing and payment. In addition, integration with ERP systems can further improve the efficiency of the accounts payable process. And finally, converting from paper-based invoicing to electronic systems can help reduce physical document storage costs as well.

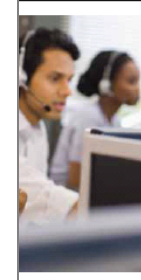
The Market process

Market: The targeted marketing of products and services across multiple channels to drive sales. Smarter Commerce takes advantage of deep insights into customers—gleaned in large part from conversations taking place online and through social media sites—to deliver timely and targeted promotions across multiple touch points.



Convert these documents into the cost and nts, making it sisted data and enabling as corporate records proving compliance and

Use all interaction channels to value of customers. Smarter olary customer service across r and take action to promote



Contexts are critical to omers, encourage sales, organizations must service long after the vides powerful capabilities ality and efficiency of s, outlined below.

Provide accurate, current, complete support information

A key factor in delivering such service and support is the accuracy, currency and completeness of the product, service, policy and procedure information provided to employees and customers alike. Today’s data-rich business climate generates ever-increasing volumes of information from a wide variety of sources. By adopting a disciplined approach to managing this content and its life cycle, organizations can realize significant business benefits such as improved customer loyalty and lowered service costs.

ECM content, collaborative and business process capabilities from IBM help organizations acquire information from suppliers, create company-specific product information, and develop policies and procedures with the ability to carefully review, index and classify content before it is published or distributed across service and support channels. As new versions of content are produced, they can automatically supersede previous versions, giving employees and customers access to the most current information available. If necessary, previous versions may be retained in conformance with company, industry or legal regulations.

Ease access to relevant support information

In many organizations, service and support documents are contained in multiple locations or applications, greatly hampering the productivity of personnel who must search multiple sources as they attempt to resolve customer inquiries. IBM ECM can help companies analyze, classify and index isolated sources of support information to identify valuable, relevant content and eliminate duplicates and outdated information that takes up valuable disk space. By creating a single point of access for support content, IBM ECM helps businesses make relevant information available to employees and customer self-service channels—facilitating the overall support process, improving employee efficiency, lowering storage costs and enhancing the customer experience.

Accelerate resolution of customer inquiries

Speedy resolution of customer inquiries is a critical factor in delivering quality support and service. Unfortunately, there are multiple deterrents to rapid resolution, especially in

谢谢

购买

应付款

智能企业采集和处理

- 支持纸张、传真、电子邮件和文件发票；完整的明细项目采集、产品订单调整、AP 验证、密封传送至ERP
- 分布式服务 – 允许在任何入口点采集发票或进行安全地处理（包括遵守隐私法规）
- “指纹” – 分配给每种新发票格式；处理新发票格式以动态创建新指纹
- 规则 – 处理单个文档类中的变化，包括数据识别/验证流程中的逻辑、可重用且可扩展
- 发票图像和附件存储在内容存储库中；可依据法律需求自动保留



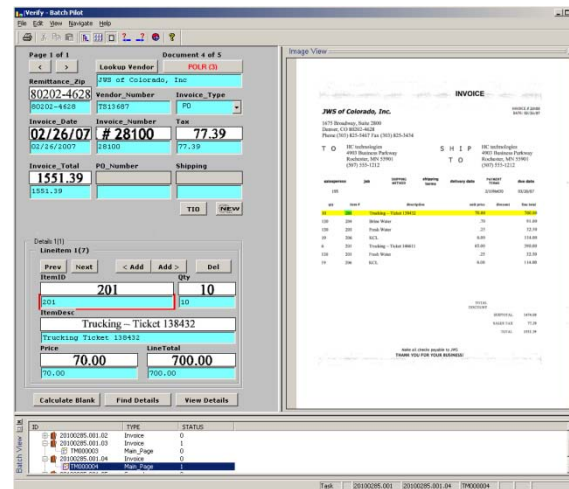
文件成像和采集

IBM Datacap
Taskmaster Accounts
Payable

IBM Production
Imaging Edition



- Locate
- Document Level Rule
 - Page Level Rules
 - Invoice Number Rule
 - Invoice_Date Rule
 - PO_Number Rule
 - Remittance_Zip Rule
 - Tax Rule
 - Shipping Rule
 - Detail Rule
 - LineItem Rule



客户的声音

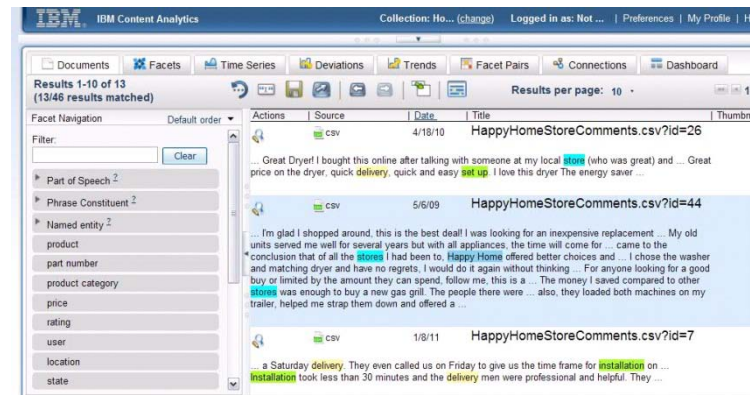
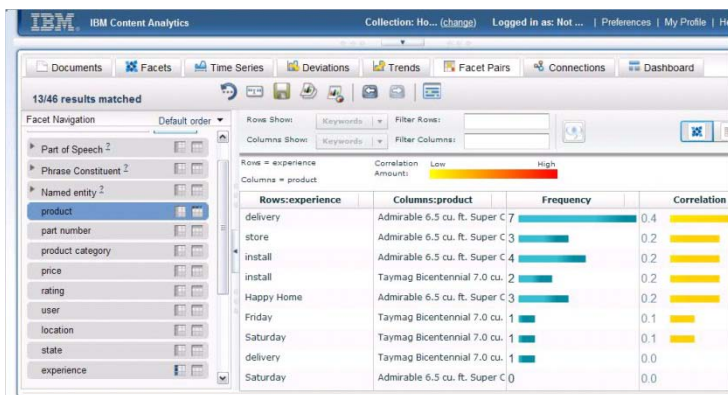
分析“非结构化的”信息以获得详细的洞察

- 聚合、分析和探索在电子邮件、呼叫中心日志、聊天、产品检查和转换为文本的语音中获得的客户洞察
- 将原始信息转换为业务洞察，而无需构建模型或复杂的系统
- 用户友好的图形化视图支持特定于 **LOB** 需求的连续分析 – 细粒度聚合
- 基于 **UIMA** 的文本分析通道以便灵活应用进而增长
- 支持 **30** 多个来源和 **250** 多种内容类型



内容分析

IBM Content Analytics
with Enterprise Search



复杂客户关怀

有效地处理和解决复杂的咨询和请求

- 提供一个完整的案例环境来理解问题，在项目小组内协作，记录决策以及解决问题
- 利用内容和业务流程管理功能、协作工具、社交软件、业务规则和分析
- 快速的应用案例设计以缩短价值实现时间
- 全面的报告和分析；实时仪表板；独特的内容分析可带来更深入的案例洞察



高级案例管理

IBM Case Manager

包括:

- IBM WebSphere ILOG JRules
- IBM Lotus Sametime Entry
- IBM Content Analytics

