Customer data integration solutions
To support your business objectives

WebSphere software

IBM

**Deliver enhanced sales and service opportunities by providing
a foundation of unified customer data to all channels.**

Customer data integration solutions

As a part of the IBM master data management (MDM) family of products, IBM WebSphere® Customer Center provides the strategic architecture that companies need to solve their enterprise customer management issues and realize the full benefit of their investments in customer relationship management (CRM).

Industry analysts have identified the "foundational problem of CRM projects" as bad customer data. WebSphere Customer Center helps companies solve the foundational problem by providing CRM applications and all front-office channels with the authoritative single customer image, as well as business processes for maintaining the customer data that is shared across multiple channels and systems. Unlike existing, stand-alone CRM applications and reservation systems, IBM WebSphere Customer Center is a real-time, service-oriented application that manages customer-centric business processes and transactions, while persisting new enterprise customer knowledge and processes, such as customer service preferences, interaction history, event notifications, privacy and data entitlement rules, customer relationships (households) and customer value profiles.

Retailers like your company are facing a variety of business issues that have a significant impact on revenue and profitability, such as customer churn and disloyalty, increasing competition from new market entrants, inability to differentiate the brand, rising costs and inefficiency and credit risk management. The ability to understand the customer and foster a relationship with the end consumer can help retailers differentiate service and improve sales.

The inability to identify and understand the full customer relationship impedes your ability to provide differentiated service to their most valuable customers, and to improve sales to those customers. This problem is compounded by the fact that customer data is fragmented across several operational systems and site locations, as well as corporate data warehouses, loyalty program systems and credit management applications. Retailers struggle to gain a complete relationship profile of the customer across operations, marketing, sales and service and credit. In addition,

retailers are unable to get a common view of the customer across multiple channels used to serve that customer. As a result, retailers are not able to offer differentiated service or make specialized product offers to their customers. In addition, they are not able to understand the credit profile of their customers or extended customer groups (retail customer households, organization hierarchies, for example). That limits their ability to make informed credit decisions at the point of sale and introduces additional costs.

Most retailers have adopted a customer-centric differentiation strategy. The challenge is the fact that customer information is fragmented across multiple operational systems spread across multiple sites and brands, as well as corporate data warehouses and loyalty systems. Without a common and shared understanding of the customer across all channels and systems, retailers struggle to make targeted product offers and improve customer service, as well as reduce inefficiencies and costs in operations.

WebSphere Customer Center solves these challenges by enabling customer-centric operations through the your existing systems and channels. WebSphere Customer Center maintains an operational customer profile that includes a customer order-history profile, customer demographic information, service preferences, customer value profiles, and relationship and segmentation information. The complete customer profile is shared with all systems and channels in real time using Web services, enabling existing systems to access better and more complete customer information.

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Understand your customer relationships to provide differentiated services

Increase revenue through cross-selling and up-selling

By managing customer preferences, relationships (such as households), demographics and order history through a customer hub, you are able to make better product offers. In addition, WebSphere Customer Center stores marketing campaign information, allowing other channels (retail stores, among others) to follow up on that campaign, which improves the response rate.

Increase revenue through identification of dormant accounts

WebSphere Customer Center can detect account dormancy and manages customer-centric account activity across retail locations. Using the event management component, WebSphere Customer Center detects inactivity events and sends alerts to the appropriate systems, helping you identify dormant and valuable accounts more quickly and to take the appropriate action to reactivate those accounts.

Improve customer service and loyalty by managing customer preferences

WebSphere Customer Center enables you to identify and retain your most-valuable customers by maintaining all customer preferences, enabling personalized service treatment across multiple channels. WebSphere Customer Center can also maintain online service preferences (such as receiving e-mail statements), which improves service while also reducing the cost of paper-statement mailing.

Improve sales and customer retention through multichannel integration

WebSphere Customer Center identifies the customer, their value profile, preferences, relationships and order history—providing the basis for multichannel integration and consistent customer service across all channels. In addition, WebSphere Customer Center can be utilized as the customer-centric component in a cross-channel billing strategy (such as billing customers for online, telephone, in-store and catalogue orders), helping to improve efficiency and reduce billing costs.

Foster loyalty by increasing loyalty program membership

WebSphere Customer Center maintains loyalty program enrollment information for all customers. Using real-time event notifications, it can identify non-members of loyalty programs who have frequent product orders and send an event notification to your system to offer membership in the loyalty program, as well as sending that notification to corporate marketing for follow-up campaigns. Increasing membership in a loyalty program helps increase ongoing loyalty of valuable customers.

Improve returned-goods processing

By maintaining a master customer record across retail store locations, WebSphere Customer Center helps you identify order and return trends in real time. WebSphere Customer Center provides the returned-goods application with customer data, avoiding reentry of customer data and speeding the returned-goods process. In addition, WebSphere Customer Center manages relationship information to provide household-based returned-goods information. This allows you to improve returned-goods decision making and to identify true customer and household profitability (based on orders and returns).

Achieve better credit management

You can improve in-house credit card programs and financing options with a better understanding of the customer's risk profile. WebSphere Customer Center improves this process by maintaining the customer- and household-level credit and risk profile and providing it to all store locations and channels to improve risk decision making. In addition, WebSphere Customer Center maintains order and return history, which, combined with the customer's credit profile, provides insight for credit-management decision making.
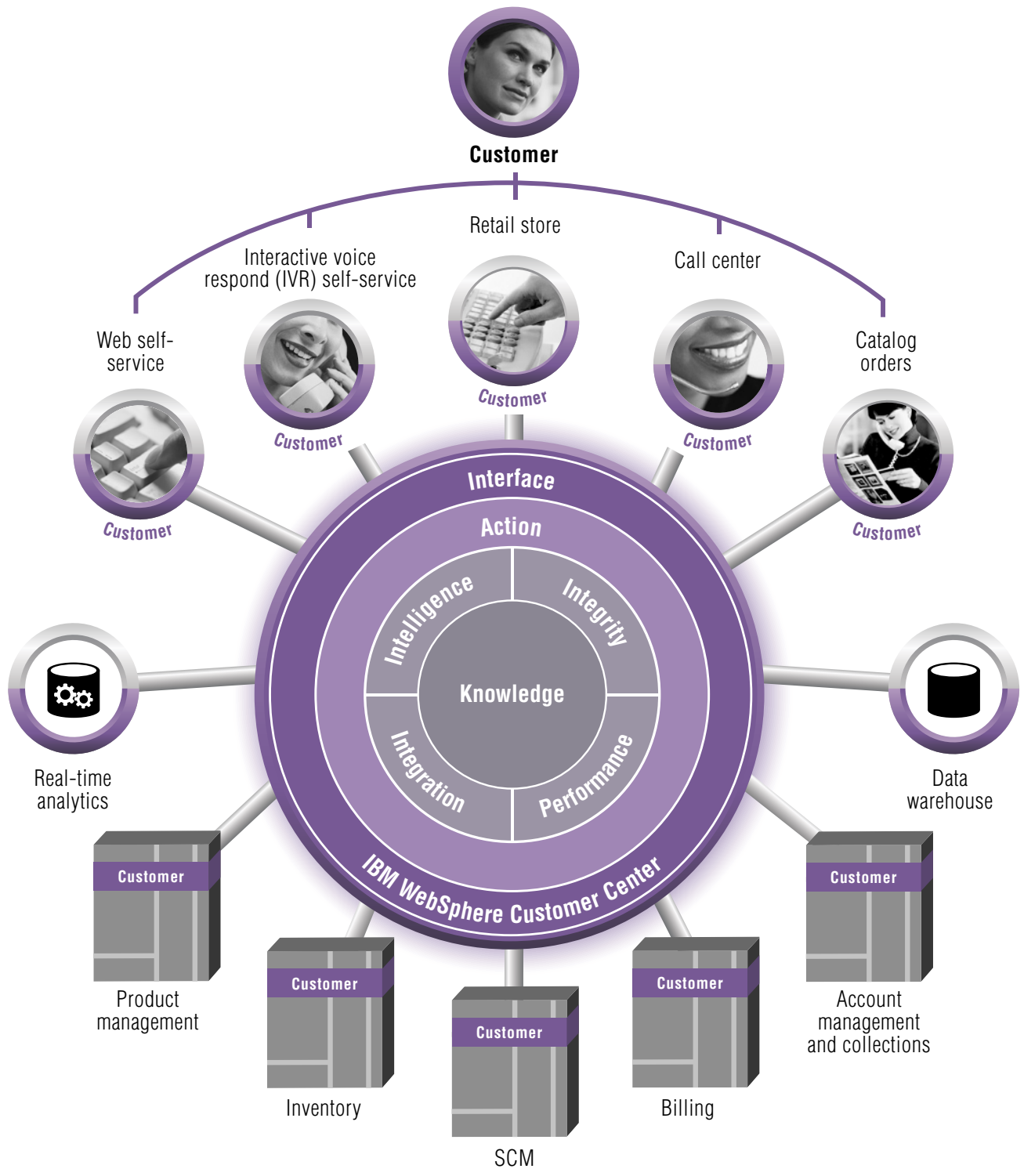
Comply with privacy and legislative requirements

WebSphere Customer Center provides a central location to maintain customer privacy preferences. It is also a single platform through which you can enforce privacy and data-sharing business rules to ensure consistency across all operational channels. WebSphere Customer Center helps you comply with privacy regulatory requirements, such as Do Not Call lists in the U.S.

Increase the customer base

WebSphere Customer Center helps you increase their customer base by managing information on prospects (for example, customers who receive catalog mailings but have not made purchases). By managing relationships between prospects and existing customers, you can make targeted offers (such as a household-based offer) to convert those prospects to customers.

Help reduce operating costs

WebSphere Customer Center helps you reduce operating costs by improving efficiency through improved customer data quality (reduction in errors in customer mailing, among others). In addition, WebSphere Customer Center provides better customer- and household-level order data for SCM analysis, helping retailers to better manage their inventory carrying costs.

Customer

Retail store

Interactive voice
respond (IVR) self-service

Call center

Web self-
service

Catalog
orders

Customer

Customer

Customer

Customer

Customer

Interface

Action

Intelligence

Integrity

Knowledge

Integration

Performance

IBM WebSphere Customer Center

Real-time
analytics

Data
warehouse

Customer

Customer

Product
management

Account
management
and collections

Customer

Customer

Inventory

Billing

Customer

SCM

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WebSphere Customer Center is the only customr data integration (CDI) solution that focuses primarily on operational customer data transaction management. WebSphere Customer Center is the recognized leader in CDI for the following reasons:

- *WebSphere Customer Center is a viable customer hub. It contains more than 500 business services out-of-the-box. These services manage both complex customer business processes and simple customer data inquiries and updates; this enables WebSphere Customer Center to be a business process hub for customer-centric transactions.*

- *WebSphere Customer Center contains actions (business services) that are both reactive and proactive. WebSphere Customer Center reacts to requests from applications and channels and responds with real-time, viable customer data. WebSphere Customer Center proactively identifies customer events and responds in real time, alerting other applications of the detected event.*

- *WebSphere Customer Center is an intelligent customer hub. It contains several pre-integrated business logic components to manage business rules, event detection and management, privacy and security rules, data validation and duplicate suspect processing. WebSphere Customer Center injects intelligence into operational transactions, including the ability to derive real-time customer insight and to manage customer events.*

- *WebSphere Customer Center is designed to be implemented within a service oriented architecture (SOA) and is a fully service-oriented application.*

- *WebSphere Customer Center contains sophisticated integration functionality and is neutral to all front-end CRM and back-office systems.*

- *WebSphere Customer Center is developed on leading technology (Java™ 2 Platform, Enterprise Edition [J2EE] Enterprise JavaBeans [EJB])*

- *WebSphere Customer Center has proven implementations with some of the world's largest companies and is working with their various and multiple customer-facing and back-end systems.*

- *WebSphere Customer Center manages new enterprise customer data and business processes. This includes privacy profiles, customer preferences, cross-channel interaction history, customer relationships, value profiles, duplicate suspect processing and event notifications, among others.*

- *WebSphere Customer Center operationalizes customer insight and knowledge. It maintains marketing department customer insight, such as household data, customer value scores, profitability indicators and propensity to churn, and injects that insight into operational processes*

For more information
To learn more about IBM WebSphere Customer Center Software, visit:

ibm.com/software/data/masterdata/launch.html

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