IBM Information Management software

Transform customer care to gain competitive advantage in a convergent communications market

Highlights

- ***Implement customer self-service for bundled service offerings***
- ***Simplified and expedited time-to-market for new products and offerings***
- ***Rapidly integrate data and processes after a merger and acquisition***
- ***Provide on demand information from data warehouse applications for customer service***
- ***More effective marketing campaigns with improved information quality***

IBM customer care offerings provide communication companies a comprehensive and systematic method for developing and sharing customer insight regardless of system or application, helping you maximize service and sales efforts. These offerings can quickly help you streamline order processing, multi-channel commerce, data governance, campaign management, customer loyalty, and privacy and risk initiatives.

Solutions that get to the core of communication industry challenges

As you well know, the communications industry is facing the unparalleled challenge of providing integrated service offerings to next-generation customers—while lowering costs and gaining more from investments. The convergence of the voice, data and video networks are having a profound effect on the communications industry.

In the past, the business model encouraged vertically integrated "silos" across the various lines of business. This resulted in hundreds of disparate and unique implementations, increasing complexity and costs for service providers. It is estimated that over 5% of revenue leakage is caused by lack of integration and multiple data silos.*

Rise to the challenge by transforming customer care

Today, customer demand for integrated services at lower prices is driving you to transform your business model. IBM customer care offerings can help you rapidly introduce new revenue-generating services while working to lower costs. They enable you to offer bundled service propositions along with converged network offerings, giving you an ultra-competitive, virtually "anytime, anywhere, anyhow" service delivery.

Without the IBM communications customer care solution, the following scenario is all too common:

"Howard" is the CFO of a major corporation and is responsible for approval of all employee wireless plans. He also has a private account with the same wireless carrier. When Howard calls in regarding his private account, he is kept on the phone for 10 minutes and it takes another 15 minutes to resolve the issue. Howard receives extremely poor customer service and seriously thinks of taking his business elsewhere.

Using the IBM communications customer care solution, the experience is much different:

Using relationship management and householding, the customer care solution immediately identifies Howard as a high-value customer. The 360-degree customer view it provides tells the service agent that Howard is the CFO and decision maker at a major corporation. Howard is routed to a specialized agent and gets excellent customer service.

Achieving this transformation requires a broad set of capabilities and a combination of technology and process expertise. IBM customer care offerings deliver a flexible, extensible and reusable solution framework providing accurate and timely customer information, in-line and in-context. The framework draws upon unique IBM capabilities in master data management (MDM) technologies that not only provide retrieval, updating and dissemination of data, but also address the various uses of master data. These MDM technologies provide the industry's most complete, robust set of capabilities for defining and synchronizing critical master information pertaining to product, partner, customer, account or location, and for providing this information as a service to drive business operations and insight.

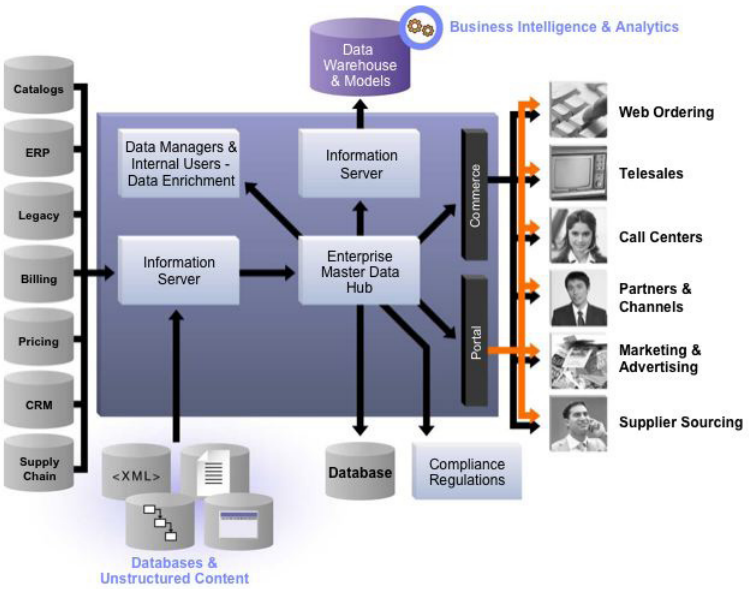

Figure 1: Communications customer care solutions use an Enterprise Master Data Hub to ensure clean, current and consistent information for e-commerce, customer service and business analysis.

- *Integrate data with operational applications in real time to provide accurate and consistent information.*
- *Provide an authorizing process to create, define and synchronize data.*
- *Find and understand analytical relationships between data objects to enable real-time marketing initiatives.*

In Figure 1, one example of transforming customer care is the ability to provide the most current and relevant information about product and services across all customer touchpoints. This enables service providers to synchronize changes across multiple channels and optimize partner relations, thereby reducing operating expense. Another example is achieving simplification and transformation for ordering and configuring to dramatically improve cost performance, back-end billing,

collection, and customer satisfaction while accelerating cash flow to the organization. This solutions methodology enables you to:

- *Enable a centralized and independent hub as the foundation for master data which becomes the "golden" source rather than multiple departmental "versions of truth."*
- *Organize business processes around customers, gain knowledge and insight into customer service and product profiles, and implement customer-management business services.*
- *Transform and share knowledge across all operational systems as a set of SOA business processes and services.*

Communications customer care solutions are a set of tools, processes and technologies to deliver the right information, at the right time, to the right person and at the right place. Even though it is a combination of capabilities, some key software components are required:

WebSphere Customer Center
IBM WebSphere® Customer Center is the industry's most robust enterprise customer data integration hub. It unifies customer data and transactions from multiple business and product silos and delivers this knowledge to all channels in real time. This helps you boost marketing insight and customer knowledge in the operational processes of your organization, enabling improvements to sales and service functions based on complete customer knowledge.

WebSphere Product Center
IBM WebSphere Product Center provides a single, integrated and consistent view of the enterprise product catalog. It offers a central repository for managing and linking information about products, locations, trading partners, organizations and terms of trade. Workflow and process management supports business initiatives requiring superior control of product information, such as new-product introductions, supply chain management, global data synchronization, e-commerce, radio frequency identification (RFID), electronic product code information services (EPCIS) and portal initiatives.

Communications industry models
Customer care solutions comprise of best practice models to improve customer service, create more effective marketing campaigns and reduce churn with business intelligence and data warehousing initiatives. Included are business and technical blueprints for data models, business solution templates and service definitions.

Without the IBM communications customer care solution, the following scenario is all too common:

Mary Williams is an existing customer who after marriage signs up for a new one-year bundled phone, DSL and satellite TV service contract on the web. The customer management system does not recognize her as an existing customer (Mary Dawson) and creates another record with all new details.

Using the IBM communications customer care solution, the experience is much different:

The centralized data hub verifies Mary Williams against birth date, address and identification number and marks Mary Williams and Mary Dawson as suspects. Using duplicate suspect processing, the two records are collapsed thereby preventing the creation of a new customer record. With web services, the customer care solution can propagate the changes to the billing, provisioning, fulfillment, data warehouse and other enterprise systems enabling true "once and only once" processing for any changes. Mary is also ensured consistent service, if in the future, she decides to use other channels like the call center or a retail store.

The data warehouse can support real-time access to information that has been cleansed and integrated. It can also provide a solid foundation to extract analytics embedded right within the data warehouse.
The business solution templates include nearly 40 key performance indicators to analyze channel, campaign, churn, credit, revenue, risk, profitability, billing, usage and yield to gain deeper insight and grow the business.

IBM Information Server

IBM Information Server enables organizations to integrate disparate data and deliver trusted information wherever and whenever it is needed to specific people, applications and processes. This product provides functionality for profiling and extracting data from multiple sources of master data, cleansing and transforming the data to a standard format, and consolidating the clean master data into a central enterprise repository. By providing information as a service, providers can dramatically improve information consistency and relevancy by reusing existing integration services.

Build a foundation for the future — with guidance from IBM

Organizations that utilize the IBM communications customer care solution find it helps them increase up-sell and cross-sell capabilities, rapidly deploy product bundles, reduce back office costs, increase levels of customer service, integrate IT infrastructures after mergers and acquisitions, and enable customer self-service. Still have doubts? Try answering the following questions:

- *Does your organization have multiple front- and back-end systems serving multiple business units?*
- *Have your organization's business decisions been negatively affected by data-management issues?*
- *Has your organization experienced a problem with trusted information not being available when and where it is needed?*
- *Are data inflexibilities making it difficult for your organization to respond quickly to changing business requirements?*
- *Do you suspect that the full value of the information your organization holds in its various systems is not being optimally leveraged?*

If you answered yes to any of the above, IBM can begin assistance with a discovery study and a road map developed specifically for your organization. In many cases, IBM can also assist with a Proof of Value (POV) study to help justify the project and build a ROI model. IBM services teams with communications sector experience are also available to help you implement the project using proven methodologies and best practices. Many clients select a business problem with a strong ROI to focus on and then tackle the data ownership, governance and business processes to streamline customer care operations. Such a strategy of starting small and showing rapid business value will help build your foundation for continued success and gain your organization a competitive advantage in a convergent communications market.

For more information

For additional information about IBM communication customer care solutions, please contact your IBM sales representative or visit: **ibm.com**/software/data/masterdata/.

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* Azure Analysis, Operator Attitudes to Revenue Assurance, 2004/IBM Institute for Business Value Analysis

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