

# IBM Call Center for Commerce Overview



# Features

- › **Create Order**
- › **Manage Order**
- › **Product Browsing**
- › **Manage Alerts**
- › **Customer Appeasement**
- › **Price Match**
- › **View Shipment and Invoice**
- › **Manage Customer**
- › **Manage User**

# Personas

- › **Call Center Representative (CSR)**
- › **Call Center Representative Lead (CSR Lead)**
- › **Customers – Business and Consumer**

## Create Order – Use Case #1

- › **Purchase Manager from a Business Customer calls up and places an order. Customer provides the below information**
  - › **Customer details**
  - › **Products which she wants to purchase**
  - › **Shipping Address and Shipping preferences**
  - › **Payment Details**



## Change Fulfillment Options – Use Case #2

- ⦿ **Purchase Manager from a Business Customer calls up to inform that, he would like to Pick Up one of the items from his previous order. Customer provides the below information**
  - ⦿ **Customer and Order details**
  - ⦿ **Details of the Product going to be picked up**
  - ⦿ **Details of the Store from which she can pick up**
  - ⦿ **Date at which she can pick up**

## Cancel Order Line – Use Case #3

- ⦿ **Purchase Manager from a Business Customer calls up and requests to cancel a particular product from the order. Order is already in Included In Shipment status. Customer provides the below information**
  - ⦿ **Customer and Order details**
  - ⦿ **Details of the Product to be cancelled**

## Shipment Details – Use Case #4

- ▶ **Purchase Manager from a Business Customer calls up and asks for the status of the order. Customer provides the below information**
  - ▶ **Customer and Order details**

## Invoice Details – Use Case #5

- ⦿ **Purchase Manager from a Business Customer calls up for clarification on Adjustments and Charges given for an order in the Invoices sent to her. Customer provides below information**
  - ⦿ **Customer and Order details**
  - ⦿ **Invoice Number**



## Customer Appeasement – Use Case #6

- ▶ **Purchase Manager from a Business Customer calls up and informs about the delay in Shipment. Customer is not happy with the shipping partner and dissatisfied with the service. CSR decides to appease the customer. Customer provides below information**
  - ▶ **Customer and Order details**

## Price Match – Use Case #7

- › A shopper calls up and complains that one of the products she ordered is overpriced. She pointed out that other retailers selling the same product for cheaper price. CSR decides to give a price match to the customer. Customer provides below information
  - › Customer and Order details
  - › Competitor and price details

## Return – Use Case #8

- ◉ **CSR login to Commerce Call Center and looks into his Queue to follow up with customers.**

## Return – Use Case #9

- ⦿ **A shopper calls up and wanted to check the availability of a product with variation in a near by store. If available she wants to create an order with the same item. Shopper provides the below details**
  - ⦿ **Product Description**
  - ⦿ **Address**

## Return – Use Case #10

- ◉ **CSR Lead looks for orders with Hold and resolves it.**

## Return – Use Case #11

- ◉ **Shopper calls up to place an order. Shopper is not a registered customer.**



## Return – Use Case #12

- › **Shopper calls up to place an order. She wants the product to be picked up from the nearby store with gift wrap and message. She provides the below information**
  - › **Product details**
  - › **Gift Message and Gift Wrap**
  - › **Payment details**

## Return – Use Case #13

- ⦿ **Purchase Manager from a business customer calls up and requests to register his details. Customer provides the below information**
  - ⦿ **Enterprise Details**
  - ⦿ **Contact details**
  - ⦿ **Payment Details**



## Return – Use Case #14

- ◉ **A new CSR joined the call center. CSR Lead creates a login account for the newly joined CSR.**

**Thank You**