



A Partner Solution for Cross Industry

Providing a Centralised Customer File to Standardise, Optimise and Automate Customer Service Processes

IBM **Information Management** software

ISR Customer Service Flow

Partner Solution

■ **Target Industry**

Cross Industry

■ **Business Application**

Customer Service

Processing

■ **Products**

IBM FileNet Business Process

Manager

IBM FileNet Content Manager

IBM FileNet Process Analyzer

IBM FileNet Process Designer

Business Challenge

Customers are demanding more quality service than ever before. Companies must process incoming orders promptly and have access to the correct data before replying to customer enquiries. In view of an increasing number of incoming documents, managers are faced with the challenge of implementing processes on an automated and well-structured basis. This is required in order to handle higher numbers of business transactions with fewer personnel, while continuing to provide efficient customer service.

All orders, enquiries or complaints coming in (e.g., regular mail, telephone, fax or email, internal documents) have to be processed efficiently and saved, archived or forwarded. These operations, which are frequently subject to individual clearance processes, require the integration of a complex systems landscape. Manual operations such as handling copy, fax and scanning equipment or retrieving or archiving any required documents are very time-consuming and can hamper smooth workflows.

Processes are subject to constant change, and it is not always

reasonable or possible to control these processes manually. With personnel resources or archiving activities distributed across several locations, co-operation across complementary areas is likely to be even more complicated.

Solution

With ISR's Customer Service Flow solution, built on the IBM Enterprise Content Management (ECM) suite of products, any incoming and outgoing customer correspondence is controlled centrally. A digital customer file enables prompt access to the complete set of information on record. Mail coming in by fax, in print form, by electronic mail, phone or via portal is captured by means of state-of-the-art OCR (text recognition) technologies. Any relevant data is automatically extracted, classified and archived centrally.

The standardised processing procedure triggered by the Web-based application forwards the document to the respective person in charge. Optionally, the data can also be integrated into existing systems for further processing.

Process automation even includes blind processing of mass business



correspondence (e.g. reply letters). Once the status of a transaction has been recorded, letters or emails for counter-enquiries with the customer can be produced automatically without additional manual intervention. Likewise, processes can be forwarded to the next person in charge of handling the matter. Any relevant milestones are placed on record in the customer file so that all steps of the internal procedure are safely documented for later processing. Outgoing documents are produced in the background, completely "office-free," and saved in PDF format in the customer file.

The solution can also accommodate accounting related data, which can be identified by cross-checks via existing information systems and transmitted for posting to the accounting department. Simultaneously, the system safely archives the invoice documents for auditing purposes.

Value Proposition

ISR Customer Service Flow promptly captures and archives incoming documents, which saves handling time. Electronic documents facilitate a uniform data basis, and can be promptly forwarded where they are needed and won't get lost. Prompt archiving in the repository provides immediate and uniform information across the entire company, and all relevant personnel are up to date on the status of communication with the customer.

Everyone involved in the process works with pre-defined patterns. This increases the standard rate and reduction of handling times. Any bottlenecks or deviations from standard processes are documented and made visible. The combination of scorecard functions and workflow automation enables managers, within only a few seconds, to find out how to improve their company's efficiency. Operative risks can be referred to processes and made measurable. A monitoring interface (ISR Process Warehouse) can even transfer key process performance indicators to existing analysis and reporting systems.

Company Description

ISR Information Products AG develops company-wide solutions to support decision-making processes at innovative companies and optimise operational processes, with the aim of demonstrably cutting costs and improving efficiency. ISR is an IBM Software ValueNet Partner and has received three Innovation Awards.

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