Customer data integration solutions
To support your business objectives

WebSphere software

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. IBM WebSphere Customer Center helps communications companies solve the foundational problem by providing CRM applications and all front-office channels with the authoritative single view of the customer, as well as business processes for maintaining the customer data that are shared across the front- and back-office systems. Unlike existing stand-alone customer information systems and back-office systems, IBM WebSphere Customer Center is a real-time service-oriented application that manages customer-centric business processes and transactions. IBM WebSphere Customer Center also persists "new" enterprise customer knowledge and processes, such as interaction history, event notifications, privacy and data entitlement rules, customer relationships (households), and customer value profiles

Gain more customer insight

Communications companies are facing "hypercompetition:" traditional local and long-distance telecommunication companies have invaded each other's markets, and wireless, cable, and Internet service provider (ISP) options have proliferated. This environment has created more choice for consumers and has naturally resulted in high customer churn. Telecommunications companies are also experiencing an emerging trend of displacement—the movement from wireline products to wireless—which can significantly impact churn given that wireless customers are traditionally less loyal to any one provider. Contributing to this trend is the fact that most products are undifferentiated, leaving price as the main factor in deciding which provider to choose. Added to these challenges is the fact that telecommunications companies must continue to focus on reducing costs and improving efficiencies if they want to see profitability figures increase.

Most telecommunications companies like yours are adopting customer-centric service and product strategies as a way to differentiate themselves from the competition. Telecommunications companies are implementing CRM systems to address that strategic goal, yet very few are able to deliver viable customer insight to all channels and transform operational processes to a customer-centric model. Customer information is fragmented across

multiple billing systems (local, long distance, cable, wireless, ISP) and front-office channels (contact centers, marketing and so on). Without a common customer view, you could struggle to differentiate service based on customer insight (for example, propensity to churn) and to make the right product offer through the right channel.

IBM WebSphere Customer Center can help solve these challenges by enabling customer-centric operations using your existing product-oriented billing systems. WebSphere Customer Center enhances existing CRM and billing applications with complete customer knowledge through business services that manage customer-centric business processes. By following all transactions through a service-oriented enterprise customer hub, WebSphere Customer Center can inject customer knowledge and insight into operational transactions. It allows you to transform your traditionally product-oriented operational processes by providing marketing customer insight (for example, propensity to churn, next logical product offer, household relationships and so on) at the customer touch point. WebSphere Customer Center enables you to identify and act upon cross-selling opportunities, to provide consistent customer service through multichannel integration, and it can help reduce expenses associated with inefficient customer data management.

Improve billing and statements

By unifying multiple products through a single hub, WebSphere Customer Center provides the basis for consolidated billing to improve customer satisfaction. It also enables consolidated mailing on a household basis to further reduce mailing costs.

Enhance value of existing CRM systems

By providing all CRM and front-office channels with a unified view of the customer, you can improve customer service and retention by differentiating service to higher-value customers and by streamlining customer data processes. You can improve cross-selling and order-taking processes by providing marketing data to operational systems through the customer hub. That data can include campaigns, customer value and profitability scores, and product offers.

Reduce customer churn to improve customer service and lower consumer displacement

By providing a complete customer view in real time, WebSphere Customer Center enables you to identify customer segments and to define product bundle offerings to those segments including wireline products, which help anchor the customer account and reduce churn. WebSphere Customer Center also improves customer service by providing complete customer data to front-office systems, enabling differentiated service. It also improves efficiencies in managing customer data and transactions, thereby improving customer service.

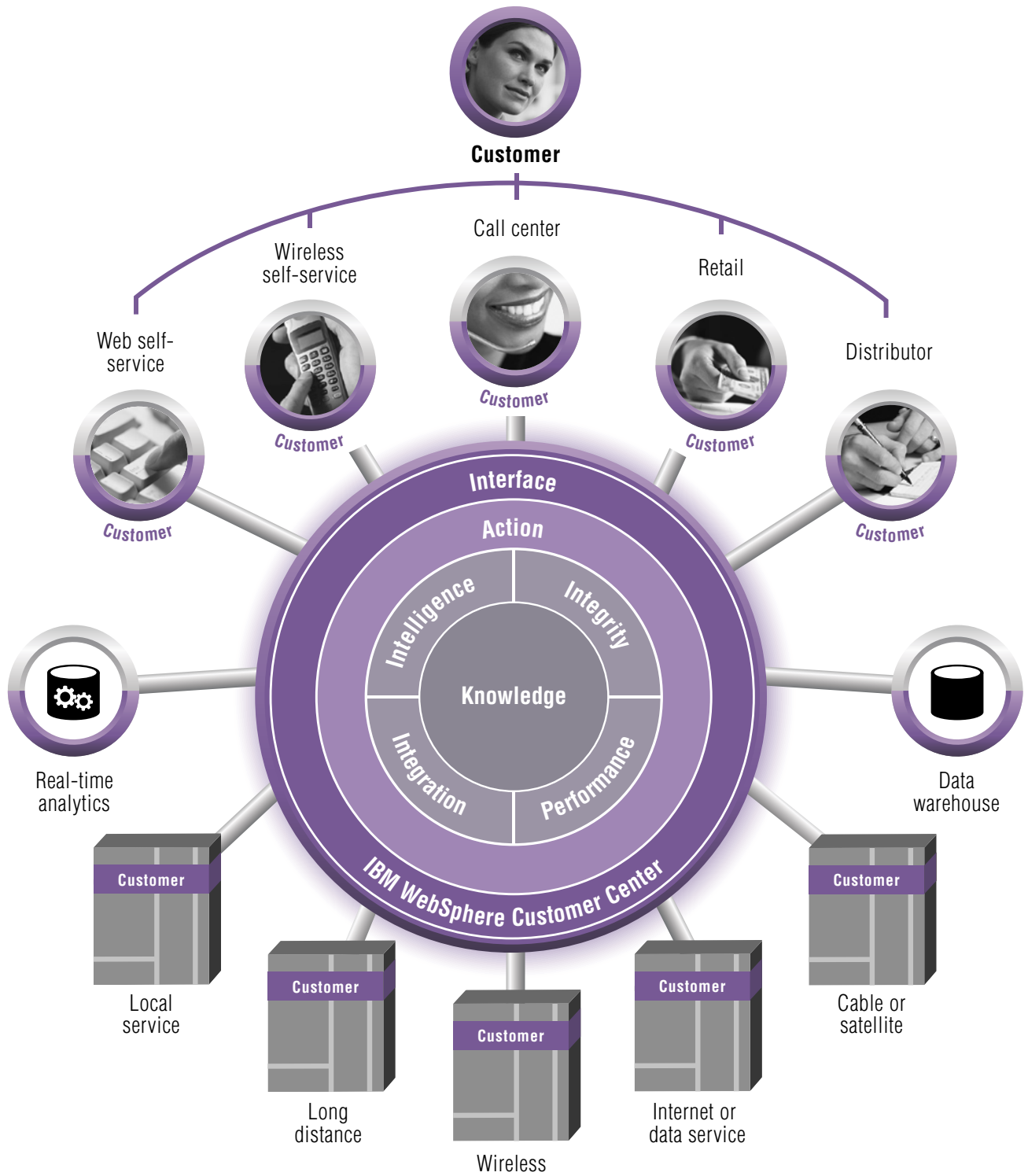**Enable targeted strategies of small business and consumer relationships**

WebSphere Customer Center manages all customer data across both retail and commercial lines of business and the relationships between those customers. By managing customer relationships across both lines of business, you can enable service and sales strategies based on a complete understanding of the customer's value and influence across both lines of business.

Reduce costs

WebSphere Customer Center helps you reduce costs by improving efficiencies in customer data management and transactions. WebSphere Customer Center enables once-and-done processing of customer data, helping to reduce work effort and call-time costs, as well as improving customer data accuracy across multiple systems, which can significantly reduce customer errors (for example, incorrect mailing addresses and so on). WebSphere Customer Center also reduces costs associated with ongoing customer data quality and loading across systems and into data warehouses by providing a clean copy of operational customer data.

Reduce merger and acquisition time and costs

WebSphere Customer Center provides a single point of interface for customer data. You can leave the front- and back-office systems of a newly acquired company in place and integrate them with the customer hub. This is less time-consuming (and less costly) than integrating point-to-point or migrating data into the existing systems.

Customer

Call center

Wireless self-service

Retail

Web self-service

Distributor

Customer

Customer

Customer

Customer

Interface

Action

Intelligence

Integrity

Knowledge

Integration

Performance

IBM WebSphere Customer Center

Real-time analytics

Data warehouse

Customer

Customer

Local service

Cable or satellite

Customer

Customer

Customer

Long distance

Internet or data service

Wireless

IBM WebSphere Customer Center software is the only CDI solution that focuses primarily on operational customer data transaction management.

WebSphere Customer Center is the only customer 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 preintegrated 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 within 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] application)*

- *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, propensity to churn, and so on, 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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