



IBM Software

Establishing the Business Value of Portal for Telecommunications

Telco ROI Frameworks

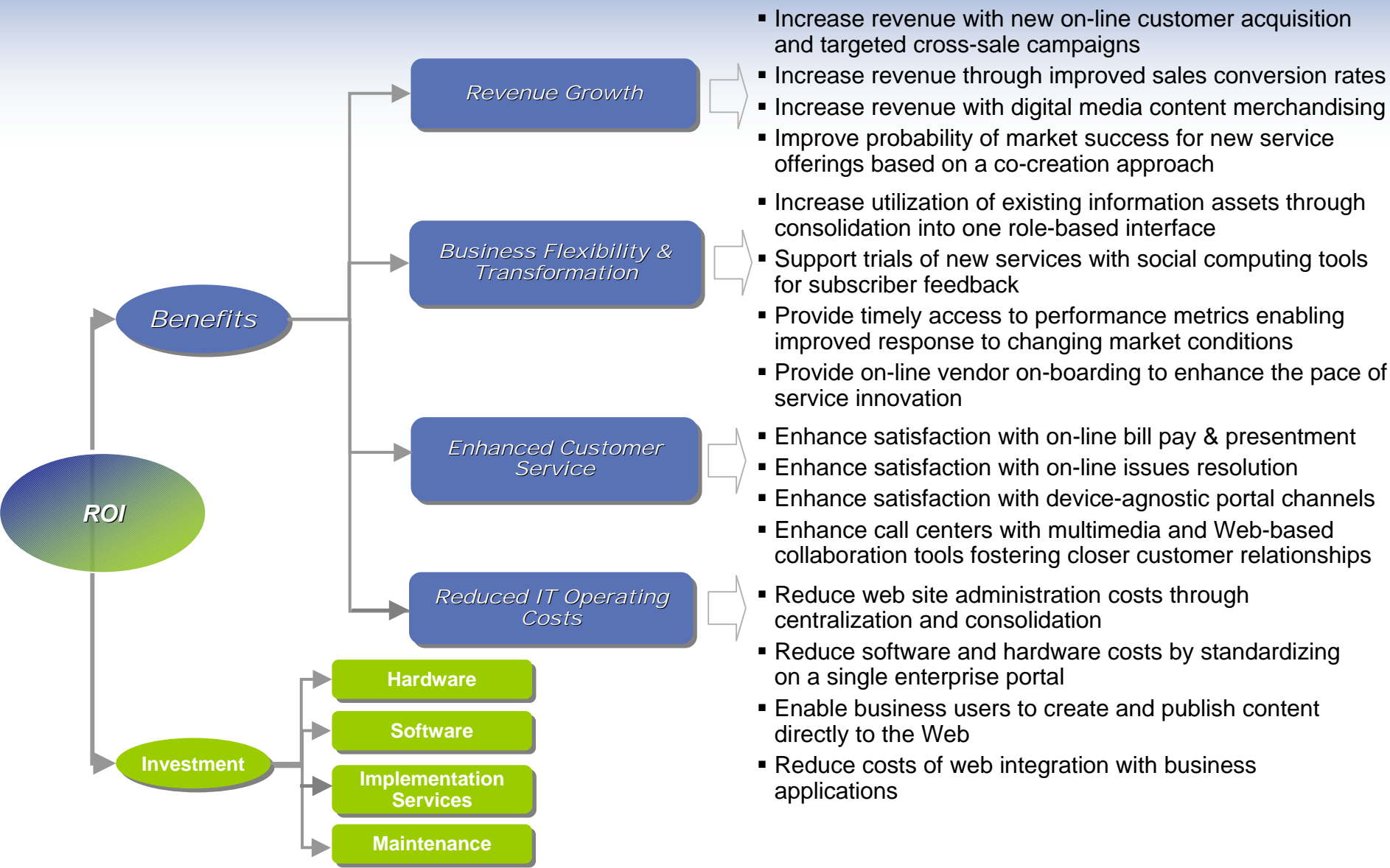


Lotus software WebSphere software



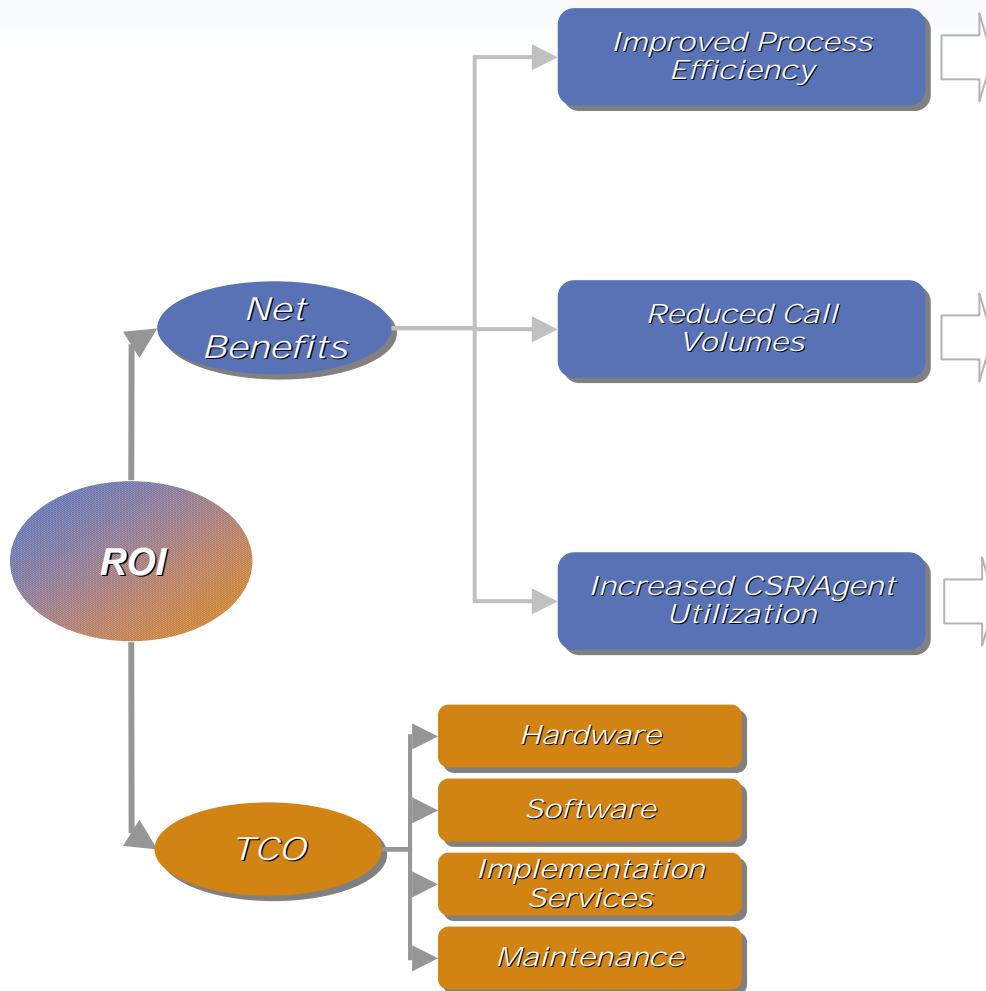
Sample Telecommunications ROI Framework

Sample Benefit Areas & Value Propositions



Sample Contact Center Operations ROI Framework

Sample Benefit Areas & Value Propositions



- Reduce transaction processing time through eliminating duplicate entry and shortening call wrap-up activities
- Reduce transaction processing time through faster and easier access to information and reduced data retrieval time
- Reduce cost of off-line transaction processing by reducing manual paper handling
- Reduce average handling time (AHT) and issue resolution through improved communication and collaboration
- Reduce outbound and inbound call volumes by minimizing processing errors
- Reduce call volumes by increasing use of self-service via lower cost channels (e.g., Web, IVR)
- Increase CSR/Agent utilization through enhanced work management
- Reduce cost of new CSR/Agent training
- Reduce manager time and effort to collect and report contact center performance data



Sample Sales Force ROI Framework

Sample Benefit Areas & Value Propositions

