

## **IBM Software**

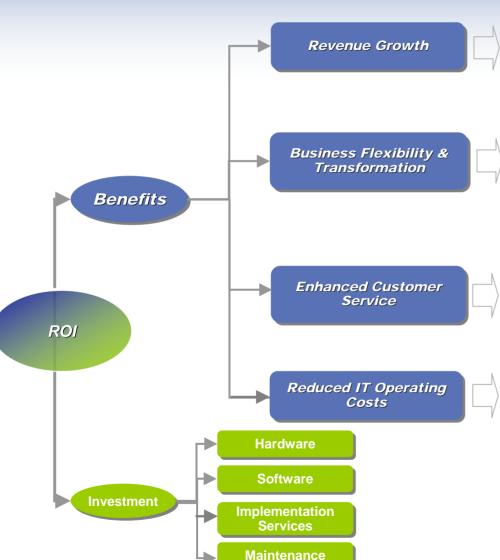
# **Establishing the Business Value of Portal for Telecommunications**

**Telco ROI Frameworks** 



Lotus. software WebSphere. software

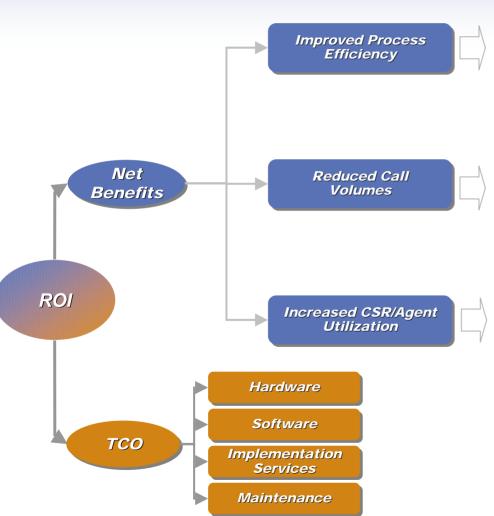
## Sample Telecommunications ROI Framework



### Sample Benefit Areas & Value Propositions

- Increase revenue with new on-line customer acquisition and targeted cross-sale campaigns
- Increase revenue through improved sales conversion rates
- Increase revenue with digital media content merchandising
- Improve probability of market success for new service offerings based on a co-creation approach
- Increase utilization of existing information assets through consolidation into one role-based interface
- Support trials of new services with social computing tools for subscriber feedback
- Provide timely access to performance metrics enabling improved response to changing market conditions
- Provide on-line vendor on-boarding to enhance the pace of service innovation
- Enhance satisfaction with on-line bill pay & presentment
- Enhance satisfaction with on-line issues resolution
- Enhance satisfaction with device-agnostic portal channels
- Enhance call centers with multimedia and Web-based collaboration tools fostering closer customer relationships
- Reduce web site administration costs through centralization and consolidation
- Reduce software and hardware costs by standardizing on a single enterprise portal
- Enable business users to create and publish content directly to the Web
- Reduce costs of web integration with business applications

## 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

