If you want to win in this dynamic and fast moving environment, you have to be agile enough to stay ahead of the pack. Operational decision management (ODM) puts the power of change into your employees’ hands, allowing them to collaborate with IT and bypass cumbersome application development queues. Some rules in ODM are written in plain language, and others are expressed in spreadsheet-like decision tables, but all are in a form that your employees can understand.

With ODM, your automated systems can provide personalized customer service. Your business rules can take into account everything you know about each customer to personalize your service. Also, a great irritation for customers is getting different answers to the same inquiry. The consistency delivered by applying ODM to decision-making ensures that you’ll always give the same response, which builds customer confidence and satisfaction. Additionally, because ODM-managed decisions are based on shared rules, as these rules improve and become more accurate, all decisions using these rules will benefit, thus raising overall quality of service.

Six Benefits of Operational Decision Management

1. Enabling rapid and agile change
   ODM rules always produce predictable, repeatable results. Rules don’t have off days, they don’t make mistakes, they don’t get upset, and they execute your operational decisions the same way every time. This consistency is good for the accuracy and predictability of your business operations, and it’s great for your customers and partners.

2. Capturing the knowledge of your experts for reuse
   Have you ever had a superhero in your company who’s at least a demigod in his or her field? If only you had a department full of clones of that expert, you could always give the same response to a customer, always make the optimum offer to a buyer, and always know the right way to settle a claim with a policyholder. However, most companies don’t work that way. Employees’ skill levels vary. ODM is designed to let that vital information out of your employees’ heads and into repeatable, automatable rules.

3. Ensuring consistency
   Business leaders love ODM because it helps them measure the outcomes of critical operational decisions. Being able to simulate and measure decision outcomes provides important input on how your business is running and gives you the information you need to improve efficiency and effectiveness.

4. Refining and updating decisions
   Compliance officers love ODM. When the rules controlling business operations are documented in understandable terms, it’s much easier to check them against corporate policies and external regulations. ODM also enables the compliance officer to generate reports and keep an eye on compliance status without bothering your business users.

5. Facilitating compliance
   Improving customer service

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Want to read more?
Download the full Operational Decision Management For Dummies eBook here!