

IBM Sterling Call Center

Maximize your call center to improve
your omnichannel profitability



Highlights

Empower CSRs with single
source of the truth

Help ensure customer
satisfaction and call
center productivity

Effectively fulfill and manage
complex order processes

Simplify deployment with
web-based technologies

IBM Sterling® Call Center is a web-based solution that provides customer service representatives (CSRs) with central access to commerce information needed for a seamless omnichannel experience with prospects, customers and partners. With IBM Sterling Call Center, your CSRs can better interact with your customers in whatever way they choose to do business—enabling order from anywhere, fulfill from anywhere and return to anywhere capability.

Empower CSRs with single source of the truth

IBM Sterling Call Center gives your CSRs the omnichannel component currently missing from a typical CRM call center solution by providing out-of-the-box integration to web, store and point-of-sale information. This solution gives your CSRs a synchronized, comprehensive view of your customers, offers cross-sell and up-sell suggestions based on customer buying history, enables the configuration of products and services, and provides a true 360-degree view of virtually all customer activity.

Help ensure customer satisfaction and call center productivity

IBM Sterling Call Center provides intuitive user interfaces that offer your CSRs faster training and encourage a higher level of customer service. These flexible task and role-based user interfaces help your CSRs find an order faster, check its status and take over the cart if necessary to help customers complete their order. Your CSRs have access to the same pricing and promotion information that the customer is entitled to in other channels, as well as access to carts that were entered online. For example, a customer can contact your call center to change an order that was originally entered on the web or in the store, drastically reducing the call-handling time, improving productivity and increasing customer satisfaction.

Effectively fulfill and manage complex order processes

IBM Sterling Call Center can leverage the same intelligent sourcing engine that is part of IBM Sterling Order Management to manage the fulfillment of all orders. Each line of a complex order can be fulfilled individually to accommodate the customer's requests. For example, a customer can contact the call center and change an order from home delivery to have it be held for pick up at a store where the customer will be vacationing. If an order is going to be delayed, the CSR can receive an alert and choose an alternative fulfillment location to help ensure the order is not delayed.

Simplify deployment with web-based technologies

IBM Sterling Call Center utilizes web-based technologies to provide an easy-to-deploy solution that is more consumable and manageable while also allowing for easier upgrades. This technology also offers an easy-to-use, intuitive, extensible workbench for faster extensions and integrations to expand the footprint of the call center and customer care solution to help lower IT costs.

The screenshot displays the IBM Sterling Call Center interface for Order #AF83493859. The order status is 'Created'. Key details include: Order date: 01/06/2023; Enterprise: CityCool; Total amount: \$250.00; Payment type: Credit card; Payment status: Payment not authorized; Fulfillment method: Pickup, Express shipping; Channel: Web (USA); Customer: John Green; Email: johng@gmail.com; Phone number: +1 646-716-8624.

Line	Item	Status	Total amount	Qty	Fulfillment
1	Product name Product code #001	Created	\$100.00	2	Express shipping
2	Product name Product code #001	Created	\$100.00	1	
3	Product name Product code #001	Created	\$50.00	1	

The right sidebar shows a Summary section with a total of \$250.00, including charges for sub-total (\$250.00), adjustments (\$0.00), shipping (\$0.00), and taxes (\$0.00). Action buttons for 'Adjust pricing' and 'View all invoices' are visible.

The screenshot displays the IBM Sterling Call Center interface with three search panels: 'Find an order', 'Find a customer', and 'Find a return'. Each panel includes a search input field and an 'Advanced search' link. The 'Find an order' panel also has a 'Create an order' button. The 'Find a customer' panel has an 'Add a customer' button. The 'Find a return' panel has a 'Create a return' button.

Capability	Description
Extensibility workbench	<p>Customize the user interface to meet call center requirements.</p> <p>Add components and logic to out of the box screens without copying the entire screen.</p> <p>Update out of the box screens while leaving the customizations in place.</p>
Task and role-based user interface	<p>Provide step-by-step tasks to support your customer.</p> <p>Offer permission and role-based usability to provide relevant information to your CSRs.</p> <p>Define scripts to provide customer-specific information based on often used tasks.</p>
Inventory visibility	<p>Provide CSR's with visibility of product availability across both internal and external locations.</p> <p>Provide more accurate available-to-promise dates based on real-time information.</p>
Returns and exchanges management	<p>Offer workflows that allow CSRs to provide special order modifications such as price matches and alternatives to avoid costly returns.</p> <p>Address exception scenarios with limited training.</p> <p>Efficiently enter a return and establish defined processes to manage it through your systems.</p>
Alerts management	<p>Provide alerts that let the appropriate employee know when there is an exception to an order.</p> <p>Offer a separate queue that can be assigned for CSRs to handle alerts during down time.</p> <p>Attach notes to a call to capture all interactions with the customer.</p>

Figure 1. Selected examples of IBM Sterling Call Center benefits.

Capability	Description
Searching and order tracking	<p>Perform parametric searches and view detailed item attributes to answer virtually any item inquiry.</p> <p>More quickly search for an order based on virtually any number of criteria and view the order in summary or in detail.</p> <p>Quickly take over a cart that was started on the web to help a customer complete an order.</p> <p>Schedule delivery or add-on services at time of placing the order, or to an existing order.</p>
Web based technologies	<p>Easy-to-implement solution accessible to all call center agents, whether they are in-house, remote, or off-shore.</p> <p>WYSIWYG workbench with a library of reusable widgets designed to foster fast extensions and integrations to expand the footprint of the call center.</p> <p>Reduced proprietary knowledge required to extend solution.</p>
Configuration of items and services	<p>Quickly configure items and services based on customer requirements.</p> <p>Provide customers with suggested add-ons based on what has been ordered.</p> <p>Provide more accurate and consistent product solutions for your customers and partners virtually every time they buy from you.</p>

Conclusion

IBM Sterling Call Center is part of the IBM Sterling Order Management solutions. It provides insight into inventory across all channels to facilitate an optimized view of item availability. Order management starts when a customer places an order and ends once they receive their package or service. It allows a business to coordinate the entire fulfillment process from order collection, inventory and delivery visibility to service availability. Learn more [about IBM Sterling Order management here](#).

For more information

To learn more about IBM Sterling Call Center, contact your IBM representative or IBM Business Partner, or visit ibm.com/products/order-management/call-center.

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