



IBM Call Center

Leverage your call center to improve your omni-channel profitability

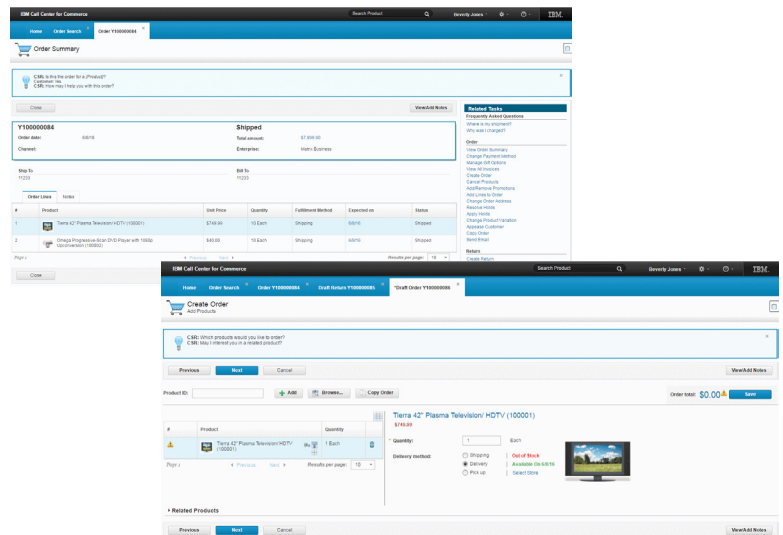
Benefits

- Helps ensure high quality customer service by better enabling your customer service representatives to see exactly what the customer sees
- Increases customer satisfaction by providing consistent service across virtually all channels
- Dramatically decreases average call handling time through increased productivity
- Reduced IT costs to deploy, manage, and grow call center operations

IBM® Call Center is a web-based solution that provides customer service representatives (CSRs) with single access to all commerce information needed to ensure a seamless omni-channel experience for prospects, customers, and partners in a call center environment. With IBM Call Center, your customer service representatives can better interact with your customers in the 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 Call Center gives your CSRs the omni-channel component that is currently missing from a typical CRM Call Center solution by providing out of the box integration to web, store, and point of sale information. IBM Call Center 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 Call Center provides intuitive user interfaces that allow your CSRs to be trained more quickly and offer a higher level of customer service. These flexible task and role-based user interfaces help your CSRs more quickly locate an order, check its status and when your customers are struggling with an order online, the CSR can take over the cart to help complete the order for the customer. 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 and thereby improving productivity and increasing customer satisfaction.

Effectively fulfill and manage complex order processes

IBM Call Center can leverage the same intelligent sourcing engine that is part of IBM 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, and have it be held for pick up at a store in the location where the customer will be vacationing. If for some unforeseen reason an order is going to be delayed, the CSR can receive an alert and can choose an alternative fulfillment location to help ensure the order is not delayed.

Web Based Technologies

IBM Call Center utilizes web based technologies to provide an easy to deploy solution that is more consumable and manageable, and allows for easier upgrades. This technology also utilizes an easy to use, intuitive, extensibility workbench for faster extensions and integrations to expand the footprint of the call center and customer care solution, all resulting in lower IT costs.

Capability	Description
Extensibility Workbench	<ul style="list-style-type: none"> • Customize the user interface to meet call center requirements • Add components and logic to out of the box screens without copying the entire screen • Update out of the box screens while leaving the customizations in place
Task and role-based user interface	<ul style="list-style-type: none"> • Provide step-by-step tasks to support your customer • Offer permission- and role-based usability to provide relevant information to your CSRs • Define scripts to provide customer-specific information based on often used tasks
Inventory visibility	<ul style="list-style-type: none"> • Provide CSR's with visibility of product availability across both internal and external locations • Provide more accurate available-to-promise dates based on real-time information
Returns Management	<ul style="list-style-type: none"> • Offer workflows that allow CSRs to provide special order modifications such as price matches and alternatives to avoid costly returns • Address exception scenarios with limited training • Efficiently enter a return and establish defined processes to manage it through your systems
Alerts management	<ul style="list-style-type: none"> • Provide alerts that let the appropriate employee know when there is an exception to an order • Offer a separate queue that can be assigned for CSRs to handle alerts during down time • Attach notes to a call to capture all interactions with the customer
Searching and order tracking	<ul style="list-style-type: none"> • Perform parametric searches and view detailed item attributes to answer virtually any item inquiry • More quickly search for an order based on virtually any number of criteria and view the order in summary or in detail • Quickly take over a cart that was started on the web to help a customer complete an order • Schedule delivery or add-on services at time of placing the order, or to an existing order
Web Based Technologies	<ul style="list-style-type: none"> • Easy-to-implement solution accessible to all call center agents, whether they are in-house, remote, or off-shore • WYSIWYG workbench with a library of reusable widgets designed to foster fast extensions and integrations to expand the footprint of the call center • Reduced proprietary knowledge required to extend solution
Configuration of items and services	<ul style="list-style-type: none"> • Quickly configure items and services based on customer requirements • Provide customers with suggested add-ons based on what has been ordered • Provide more accurate and consistent product solutions for your customers and partners virtually every time they buy from you.



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