

# The all-in-one call center optimization solution

## Provide high-quality omnichannel customer support

In today's fast-paced market economy, customers expect more. They want their orders fulfilled and their questions answered. They want to be able to create orders, make inquiries, modifications, returns and exchanges. And they want it all done quickly. But can customer service representatives (CSRs) deliver? Disparate and complex customer service systems pose challenges that are costly and time consuming—which is why one highly effective, easy solution for CSRs and developers is essential.

### One platform, numerous capabilities for CSRs

IBM Sterling® Call Center is a web-based solution that provides single access to all needed commerce information to help ensure a seamless omnichannel experience. CSRs get real-time updates and a 360-degree view of every customer with access to intuitive user interfaces (UIs) to reduce handling time. Moreover, they're equipped with extensive engagement capabilities to respond to customer needs. CSRs can cross-sell and upsell better, help customers order and fulfill from essentially anywhere and make returns or exchanges to basically anywhere.

Additionally, there are several sub-capabilities to handle order management, item search, price match, alerts and more. Through the co-creation [Sponsor User Program](#), customers provide feedback on what capabilities they want to see in the application, so the solution is always improving.

### Efficient and easy to use for the developer

The IBM Sterling Call Center uses a Carbon Design System with an Angular-based UI that gives a consistent experience across all IBM Sterling Order Management UI applications. The Carbon Design System allows developers to use little to no code. They can be agile and work independently when building and deploying across software-as-a-service (SaaS), on-premises containers and on-premises traditional installations.

Developers also get an enhanced experience that easily allows them to make UI customization. And the modern UI architecture enables the developer to set up environments more quickly and deploy customizations faster, in a modular way.

- **Modern UI.** Call center (efficient custom service), order hub (business tooling and app console replacement) and store (mobile first and increased productivity).
- **Modern architecture.** Order Management System (OMS) UIs are currently developed using Angular technology, with a backend that can be deployed separately and a micro-frontend architecture capable of seamless Angular version updates.
- **Consistent user experience (UX).** The Carbon Design System, based on the IBM open-source design system, provides well-researched UX patterns and guidance, and responsive, ready-to-use widgets.

### Why IBM Sterling Call Center?

Concerned that the deployment model for the IBM Sterling Order Management product suite is complex and costly to install? Not to worry. The IBM Sterling Order Management system offers flexible deployment options that can be delivered to our SaaS, container and traditional on-premises customers. IBM® Services teams and partners can customize a rollout strategy to spread cost over time while providing an ROI at each phase.

IBM Sterling Call Center includes a broad range of capabilities, rich technology and advanced features as part of our order and inventory management solutions. These assets are significant benefits that enable the OMS to scale to the growth of your order management program and avoid future costs.



#### Customer inquiry and order modification.

Ask questions about order shipment, payment and more. Modify ecommerce orders and cancel or add a line.



**Order creation.** Place a new order, do a product search and input shipment and pickup information.



**Order returns and exchanges.** Create returns, include a return reason and make exchanges.

[Learn more](#) about IBM Sterling Call Center.