



OpenText Customer Service

A Transactional Content Management (TCM) Solution

The disadvantages of manual customer service include the following interactions

- Time-consuming searches for siloed information
- Escalations due to unclear decision-making processes
- Expansive case resolutions times
- No proactive status information
- Lack of statistics on service quality, efficiency, etc.
- Low customer and employee satisfaction

The benefits of electronic customer service interactions

- Increased customer satisfaction
- Lean processes to reduce inefficiencies and cost per transaction significantly
- Increased revenue due to identification of cross-selling opportunities and a better customer relationship
- Increased agility through quick adaptability of processes to changing market requirements

Make customer service your competitive advantage

As industries mature, excellent customer service can be a company's critical competitive advantage. But service and support interactions are often the only direct contact that the company has with the customer, and the quality of those interactions has a significant impact on long-term business success.

In short, customer service interactions are transactions triggered by customer documents, such as incoming orders, insurance claims, or service change requests. This transactional content also includes scanned images, eforms, faxes, electronic records, and print streams generated from back-office applications. Often, these documents have extensive retention demands needed to meet legal requirements.

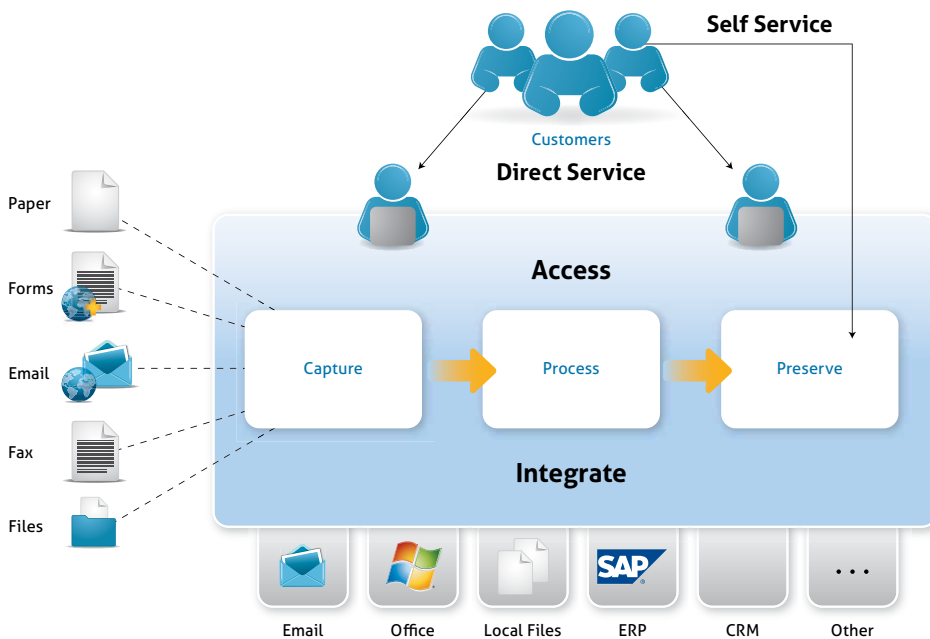
Transactional content often comes in the form of thousands of documents daily. Managing these documents manually results in slow customer service processes, not only because of volume but also because of employee interactivity.

Further slowing down processes, customer data resides in silos maintained by various business applications throughout the company—Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), email, and host systems, to name a few. Scattered information can lead to incorrect decisions and litigation risks. Mismanaged, a company may ultimately lose customers.

Excel at service by controlling customer data

Your customers' opinions and cost-effective service are what matter most to your customer service efforts. To improve your customer satisfaction metrics and reduce costs, you need to speed up the processing time of incoming customer data as well as the time it takes to ensure complete, accurate responses to your customers' needs.

By implementing a customer service solution, a company can control the capture, processing, preservation, accessibility, and integration of customer data, speeding up processing times.



Capture content, automate processes, and route documents efficiently

Automating processes reduces the high costs associated with paper-based, manual processes. To do this, a capture and imaging component must be deployed. The component should be able to scan documents and automatically extract metadata by means of OCR/ICR, as well as handle other incoming information like eforms, faxes, and print streams.

Once incoming documents have been captured electronically, processes that automatically route the digitized transactional content throughout the organization must be defined. Next, deploy a highly scalable process engine capable of managing many complex processes and hundreds and thousands of users simultaneously. The process engine should provide statistics on processing performance so that the business gains much-needed insight for future resource planning.

Preserve data with long-term, tamper-proof archiving and storage optimization

Incoming customer data contains documents of record that may be required for future audit or litigation activities. Your customer service solution should be able to archive content in long-term, tamper-proof formats such as TIFF or PDF/A, while making the content easily accessible and reducing hardware storage costs.

Access a complete view of your customers

A complete view of all customer-related content enables your employees to make better decisions throughout customer service processes. Additionally, a highly efficient metadata search function will accelerate information gathering and tightly integrate documents with processes.

Customer self-service for improved efficiency

Customer self-service is another means of reducing costs while increasing customer satisfaction. For example, providing secure, role- and web-based access to customers for checking the status of SAP®-processed orders not only improves satisfaction, but also the efficiency of your customer service center.

Integrate with SAP, email, and other enterprise applications

Customer information resides in more than one system. It may reside in ERP systems, email messages, and attachments, faxes, electronic forms submitted via web sites, document management systems, host systems, and others. A comprehensive customer service solution must be able to integrate transactional content from all of these sources.

A customer service solution by OpenText

As part of the OpenText ECM Suite, OpenText Transactional Content Processing (TCP) can help you to remove the barriers to customer service excellence by automating processes for an agile, innovative organization. Employees can freely share information while spending less time on tedious, manual tasks and more time focusing on your customers' needs.

The OpenText customer service solution, powered by TCP, provides employees with a complete view of all customer-related documents, combined with data stored in multiple applications, like SAP. Users automatically receive tasks from the underlying process management system, displayed in an intuitive, role-based interface to accelerate processing.



The solution also includes extensive reporting and monitoring capabilities, delivering process insight and up-to-date status information to you, your business partners, and your customers. With these capabilities, you can identify problems and opportunities for improvement early on or simply understand the characteristics of the business to plan staffing accordingly.

A structured, secure solution to customer service

TCP is a structured approach to customer service solutions; its web-based user interface provides secure access to documents throughout the customer service lifecycle. TCP is a platform that integrates the six building blocks of a comprehensive customer service solution—the capture, processing, preservation, access integration of content, and reporting.

As an easy-to-use and highly-scalable product, information can be captured from multiple channels—paper, email, faxes, or eforms—to provide transactional processing and long-term storage for your data. And with shared document access, data managed primarily in an SAP context, like invoices or delivery notes, can be combined with other content managed by TCP. All of your customer service documents can be made accessible, straight from the OpenText Customer Service solution.

Easily configurable and adaptable to your changing needs

Comprehensive design capabilities, tight integration with the content repository, out-of-the-box integrations with SAP, and flexible UI components render a customer service solution based on TCP easily configurable and adaptable to your changing needs. This adaptability ensures the ongoing agility and growth potential of your business.

The facts about customer service solutions

- **A complete view of the customer within one solution**—Accenture reported that 40 percent of customer service managers agree that the most difficult aspect of managing information is relying on numerous sources of disparate information.
- **Customer self-service**—Aberdeen Group found that companies adopting self-service capabilities to address customer-centric goals increased customer satisfaction (65 percent); increased first-call close rates (58 percent); and increased customer retention at significantly higher rates than companies focused solely on cost reduction (39 percent). Seventy-five percent of companies that have implemented self-service into the contact center have seen at least a 25 percent improvement in customer satisfaction.

www.opentext.com/tcp

North America	+ 800 304 2727
United States	+1 847 267 9330
Germany	+49 89 4629 0
United Kingdom	+44 0 1189 848 000
Australia	+61 2 9026 3400