

PROGRESS[®] SAVVION[™] CUSTOMER CENTRIC CASE MANAGEMENT

CHALLENGES

Companies are looking to optimize the customer experience, improve customer loyalty, and reduce operational costs of managing customer interactions. To accomplish this, customer service personnel need the right information at the right time to resolve cases quickly and efficiently. However, a proliferation of tools in the customer service area has made the path to resolution more convoluted. Record-centric CRM solutions provide valuable customer information but lack the ability to solve sophisticated customer interactions and often require extensive customization.

To become truly customer-centric, by maximizing the lifetime value of the customer and leveraging lower cost channels of communication, companies need a comprehensive customer-centric case management that leverages business process management (BPM) to optimize customer-centric processes and facilitate timely interactions with customers.

HIGHLIGHTS

- > *Delivers a rich customer experience*
- > *Reduces training time and agent specialization*
- > *Increases customer loyalty*
- > *Delivers dashboards and real-time insight into customer behavior and agent performance*
- > *Continuously improves processes*
- > *Ensures service levels are always achieved and audit history is always available*

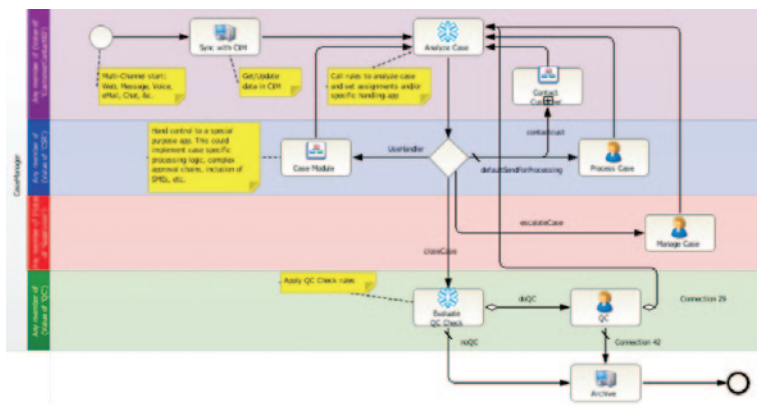
PROGRESS® SAVVION™ CASE MANAGEMENT SOLUTION

Progress provides a comprehensive Savvion™ Customer-Centric Case Management solution built over its best-in-class BPMS platform. This solution delivers a complete set of functionality and tools to create business-driven case management applications for customer contact centers and customer care that may include disputes, claims, fraud and trouble ticketing, along with long-running process applications such as new account opening, order management, and returns management applications.

Savvion Customer Centric Case Management provides out-of-the-box functionality that allows business managers to configure and deploy agile case management applications. The following sections describe the key functionality required to develop case management applications.

MODEL-DRIVEN DESIGN

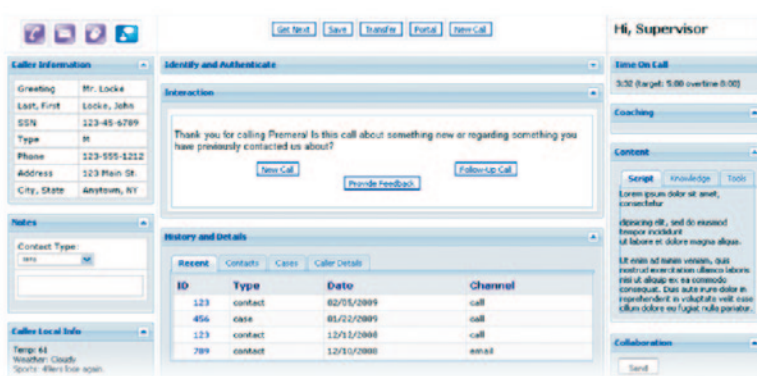
- > Case management templates for processes and user interfaces
- > An easy-to-use and sophisticated modeler to design, simulate and optimize the solution
- > BPMN standards for process design



CASE MANAGEMENT PORTAL

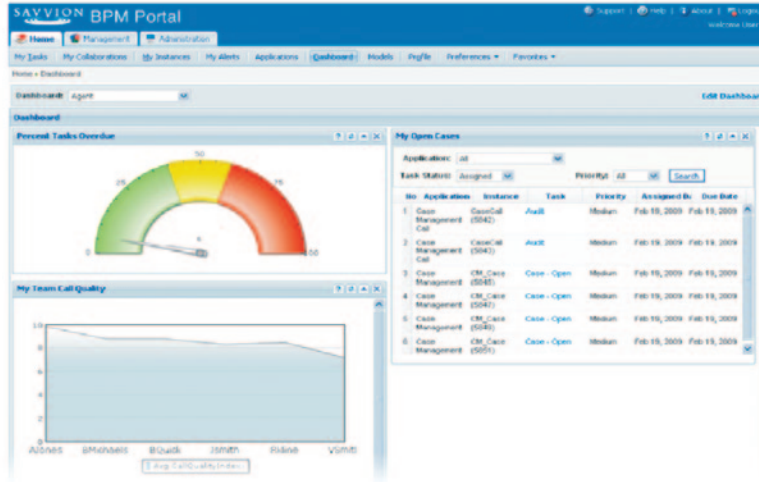
- > Secure, Web-based Agent Desktop with 360 degree customer information

- > Unified Agent Desktop to eliminate myriad application interfaces
- > Team management and work optimization
- > Guided interactions, knowledge, and scripts that help agents to work more efficiently
- > System and user administration
- > SLA and goal-driven escalations and notifications
- > Monitoring of team performance and process metrics with personalized dashboards



CASE ROUTING AND QUEUING

- > Blended case routing across telephony, Web, email, chat, and fax
- > Intelligent work allocation based on skill and role
- > Rule-based task allocation
- > Delegation and collaboration
- > Process-driven case handling for first call resolution and cross-departmental cases

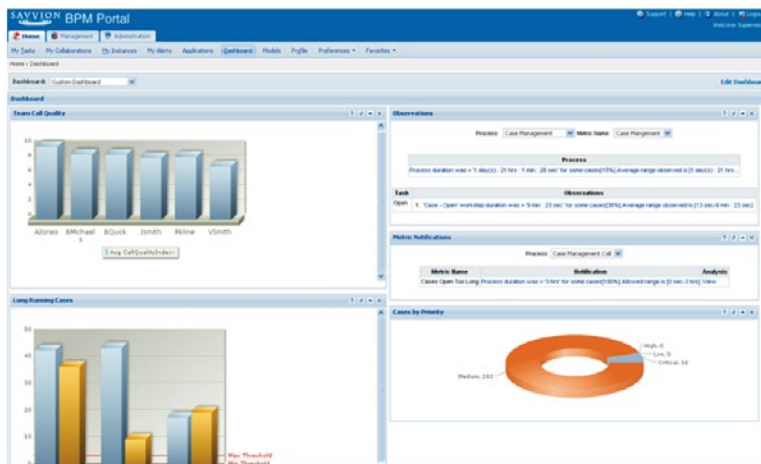


RICH USER INTERFACE FORMS

- > Form editor and presentation flows to create rich Internet applications
- > Easy definition using drag-and-drop from rich control palette
- > Guided interaction and coaching

COMPLIANCE AND REPORTING

- > Case reporting and analytics
- > Detailed audit history of all user actions and data changes
- > End-to-end reporting across the channels, agents, customers, cases, handling times, and short and long processes



INTEGRATION

- > Real-time integration of knowledge, customer, and case information
- > SOA-based adapters for CTI, CRM, and CMS
- > Web services, database, and messaging integration
- > Content management
- > ERP and CRM integration support

ARCHITECTURE

- > Standards-based, open architecture
- > Highly scalable and reliable with no single point of failure
- > Ensuring high ROI with the lowest TCO

BENEFITS OF SAVVION CUSTOMER CENTRIC CASE MANAGEMENT:

- > Delivers a rich customer experience by optimizing customer interactions and processes
- > Reduces training time and specialization of agents with guided interaction and scripting
- > Increases customer loyalty by prioritizing key case types for profitable customers
- > Delivers dashboards and real-time insight into customer behavior and agent performance
- > Continuously improve processes with the Savvion agile case management solution
- > Ensures service levels are always achieved and audit history is always available

Fortune 500 companies are using Savvion Customer Centric Case Management for critical business areas in the following industries:

- > Telecommunications and Media
- > Financial Services
- > Business Process Outsourcing
- > Healthcare
- > Insurance
- > Pharmaceuticals

PROGRESS SOFTWARE

Progress Software Corporation (NASDAQ: PRGS) is a global software company that enables enterprises to be operationally responsive to changing conditions and customer interactions as they occur. Our goal is to enable our customers to capitalize on new opportunities, drive greater efficiencies, and reduce risk. Progress offers a comprehensive portfolio of best-in-class infrastructure software spanning event-driven visibility and real-time response, open integration, data access and integration, and application development and management—all supporting on-premises and SaaS/cloud deployments. Progress maximizes the benefits of operational responsiveness while minimizing IT complexity and total cost of ownership.

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