Customer Care Framework

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Importance of Customer Care

We at GE, only have two sources of competitive advantage

1. The ability to learn more about our customers
2. The ability to turn that learning into action

FASTER THAN THE COMPETITION!!

John Welch
Former Chairman of General Electric
Multiple Contact Center Challenges

- Staffing/Training
- Customer Expectations
- Integrating Data Silos
- Up-Sell & Cross-Sell
- Overworking Firefighting
- Self-Service/Cross Channel
- New Technology Investments
- Operational Efficiency
- Budget Constraints
Customer Care Framework 2005

- A Flexible and Modular Solution Framework
  - Code, Documentation, and Best Practices

- Accelerates Deployment of Customer Care Solutions
  - Provides a 360° unified view of customer information
  - User-friendly and customizable interface
  - Seamlessly integrates with underlying business applications without rip-and-replace

- Technology Pillars
  - Smart Client
  - Service Oriented Architecture (SOA)
Cost Reduction and New Revenue Generation

- Additional new contacts
- Product bundling & Cross-Selling
- Higher ratio of successfully closed contacts
- Churn rate
- Target Revenue
  - Up to 25% per call

Reduced costs
- Current costs
- Decreased call handling costs
- Reduced training costs
- IT OPEX & CAPEX reduction

Target Costs
- Bellsouth: 20% per quarter
- Dell: 45%
Contact Center with Microsoft CCF

CCF Middle Tier

Line of Business Systems
- Trouble Ticketing
- Order/Provisioning
- Billing
- Knowledge Database
- CRM
- Other Applications

Customer

Agent

CCF Client

PSTN

PBX
ACD
IVR

Telephony & Routing

Microsoft

Knowledge Database

Trouble Ticketing

Order/ Provisioning

Billing

Knowledge Database

CRM

Other Applications
CCF High Level Architecture

- Context & Application Integration Services
- Application Integration Framework
- CTI Abstraction Layer

- Application Host
  - Hosted Application 1
  - Hosted Application N

- Hosted Application
- TAPI
- TSAPI
- Other

- CCF core component or reference implementation provided
- CCF custom component
- External component
- Web Services

- 3rd Party TAPI Implementation
- 3rd Party TSAPI Implementation
- 3rd Party Telephony Implementation

- RTC & Skills Based
- Active Directory and User Profile
- Configuration Service
- Data Abstraction and Cashing Layer
- Routing for RTC

- LOB Application 1
- LOB Application 2
- LOB Application 3
- LOB Application n
CCF Feature Summary

• Integrated Agent Desktop
  – Integrated Agent Desktop User Interface
  – Application Integration Framework (AIF)
  – Single Sign-On and Application Authorization
  – Session Management and Agent Desktop Workflow
  – Real Time Communication for Instant Coaching and Help
  – Administration and Configuration UI
  – Audit Trail (Logging) and Reporting
  – Application Isolation

• Multi-Channel Integration
  – Web Portal
  – Telephony and Speech (IVR)
  – Web Chat and Email

• Business Application Aggregation
  – BizTalk Server based workflow and business process integration
CCF Unified Agent Desktop

- Call Management (CTI integration)
- Context Management
- Desktop Workflow
- Active customer sessions with navigation tracking
- Application Integration

Application Integration

Active customer sessions with navigation tracking

Desktop Workflow

Call Management (CTI integration)

Context Management
Smart Client are best of both worlds

Rich Clients
- Heavy Footprint
- Tough to Deploy
- Rich User Experience
- Developer Productivity
- Responsive
- Device Adaptability
- Web Services & Offline/Online support

Thin Clients
- Broad Reach
- Network Dependency
- Easy Change Management
- Ease of Deployment
- Complex To Develop
- Poor User Experience

Smart Client are best of both worlds
Highly customizable UI
Application Integration Framework (AIF)

- Key enabling cornerstone of the CCF Smart Client
- “Integration at the Desktop” by allowing information sharing and interaction between different types of applications:
  - Web Applications
  - Win32 Applications
  - .NET WinForm Applications
  - Citrix Applications
  - TN 3270 Mainframe Applications
  - Java Applications
- Accomplishes integration by providing a desktop XML bus for different applications to connect
- Context can be passed from one host to another, allowing for the following scenarios:
  - State is maintained on call transfer
  - IVR can pass information to agent desktop
- Integrated with single sign-on system
- Enables workflow at the agent desktop: some applications can “drive” other applications
Desktop Level Integration
Smooth move to Services Oriented Architecture (SOA)

Front end Integration

Integration of Web Services coming from backend systems

SOA Realized with no frontend integration
CCF Middle Tier Architecture

Microsoft Customer Care Framework

Customers

CCF Admin Console

Web Channel

Voice Channel

Retail Channel

Mail Channel

Web Chat Channel

Agent Desktop unified desktop

CCF Middle Tier Layer

Direct Back End Integration

Web Services

Back End Integration

Front End Integration

Back End Integration Adapters

CCF DB

Data Abstraction Layer / EAI

CRM

Billing

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Customers

Microsoft Customer Care Framework

CCF Agent Desktop

Microsoft Customer Care Framework
Virtual Data Integration
Unified & Integrated Customer Interaction

CCF Middle Tier

XML Web services/ SOAP wrapper

CRM

Ordering

Billing

Product Catalog

MyQuest

There are no telephone numbers in your MyQuest profile. To add a number, click the "Add a Number" button above.

Products & Services:

- Check order status for another number
- Check minutes used for another number
- Contact Quest Repair

Qwest Special Offers:

- Quest High Speed Internet
- Phone for unlimited local calls, and choice of phones such as VoiceMail, Caller ID, or Call Waiting - $25.95/month
- See all Qwest offers

My Wireless:

- Minutes
- Features
- Phones

My Profile:

- Name: Dave Weidman
- Website: MyQuestProfile.com

Customer Service:

- Customer Service Home
- Contact Us
- Moving
- Change Products and Services
- Use My Med Self Service

Billing and Payments:

- There are no telephone numbers in your profile. To add a number, click the "Add a Number to MyQuest" button above.
- Make a One-Time Payment
- Make a Paperless Bill
- Make a Draft Bill
- Make a Payment Plan (OFT) through your Checking or Savings

Repair Management:

- There are no telephone numbers in your profile. To add a number, click the "Add a Number to MyQuest" button above.
- Troubleshoot your phone problem
- DSL/Dial-up Technical Help
- Wireless Technical Help
- Contact Quest Repair
Personalized login

Personalized news and tips

Personalized menus

Personalized product listing
Instant Messaging
E-Mail

From: John Smith
To: Demo Agent 1

Subject: Address Change

Hi,

I want to change my billing address. Given below is my new residence address. Henceforth, please send all my mails to this address.

John Smith
1721 St.
Redmond, WA - 98097

Thank you,
John Smith
CASE STUDIES
A Large U.S. Bank Contact Center

Customer Profile

One of the largest Retail Banks in the U.S., which grew through acquisitions. Several back-end systems, using different technologies had to be integrated to provide a seamless experience to their customers.

Business Situation

Bank call handling time was significantly longer than it should be and customer satisfaction was lower than the competition. The costs of accessing 15 disparate systems was creating higher turnover in employees than the competition.

Solution Description

Microsoft executed an 8 week Proof of Concept to prove capabilities with the Bank using Customer Care Framework. CCF was used as the Call Center desktop integration software, built on WIN & SQL Server infrastructure. CCF provided an integrated, easy-to-use front-end for all back-end apps, with benefits like single sign-on, easy call transfers, complete data integration across disparate systems. No rip and replace.

The Bank sponsored a formal pilot to analyze the cost savings of the solution, and to assess the ability of the solution to drive down AHT.

Benefits

- Implemented across 10K agents in 2 large call centers
- Reduced AHT by 15 seconds/call = over $10M per year savings based on the 10K agents
- Rapid implementation << 6 months, including custom UI development.
- Increased customer satisfaction and retention
- Improved employee experience
- Lower training costs
- Now implementing in additional contact channels - IM
BT (Germany)

Customer Profile

British Telecom is a globally operating communications provider. BT (Germany) GmbH & Co. oHG is based in Munich and has a total of nine branches in Germany with approximately 1,400 employees.

Business Situation

BT (Germany) needed a customer management system that would pool the customer data stored on various internal and external systems and that could control and monitor the forwarding of orders to external service providers.

Solution Description

Microsoft Customer Care Framework and Microsoft BizTalk Server 2004 formed the basis of a solution that allows employees to call up all available information on the various systems via a standard interface, enables simple order-forwarding, and monitoring of order status.

Benefits

- Using standard components kept development time down to just a few weeks.
- Extensive automation of customer management has led to a drastic reduction in the processing time required for customer enquiries.
- The processing time for a new mobile phone contract has been reduced by 80%; from over two hours to approximately 15 minutes.
Dell Inc.

Customer Profile
Headquartered in Round Rock, Texas, Dell Inc. has 50,000 employees and posted revenues of U.S. $47.3 billion for the past four quarters. The company’s climb to market leadership is the result of a persistent focus on delivering the best possible customer experience through a direct sales model.

Solution Description
Dell implemented the Integrated Dell Desktop, a smart client solution built using Microsoft technology. Additional Web services allow Dell to further extend its business systems functionality.

Business Situation
Sales representatives used up to 40 different information systems to understand and meet customer needs. While some tools were Web based, many key tasks were performed using an interface that required sales representatives to enter a complex series of alphanumeric codes for system components.

Benefits
• 3 month development cycle
• Improved customer experience
• Significant increase in sales force ability to drive up average margin per sale
• Reduced average call duration by 10 percent or more
• 45 percent decrease in training time
• High return on investment
Dell: Integrated Dell Desktop