



## CASE STUDY: Improving Customer Self Service through Centralized and Integrated Call Centre Operations

### ONLINE REVS UP THE SERVICE OF A LEADING CAR MANUFACTURER'S FINANCIAL SERVICES DIVISION



Our client, the financial services division of a leading car manufacturer, serves millions of customers and dealers throughout the US. They offer an extensive line of products, including lease and finance plans, vehicle protection plans and insurance products.

With three separate call centres fielding thousands of calls each day from every corner of the country, call centre operations are the customer service hub of our client's business. Outdated technology and non-integrated systems, however, meant that customers and internal Customer Service Representatives (CSRs) were unable to access complete, up-to-date and accurate information. This was making it difficult for customer self-service and hindering agents' ability to provide exceptional customer service. In addition, call centre personnel were being used inefficiently.

#### OVERVIEW

##### Challenge

The financial services division of a leading car manufacturer was having difficulty meeting its customers' service expectations due to the challenge of dealing with multiple, non-integrated call centres. Front-end and back-end systems, many of which were crucial for serving customers, were not communicating with each other. Maintenance and development costs were adding up, and call centre agents' ability to provide positive customer experiences was being hindered. As a result, technological, capital and human resources were not being employed efficiently.

##### Solution

Online was engaged to centralize the division's call centre operations and to unify their disparate back-end systems. To do this, Online leveraged a Genesys-based platform and developed an integrated virtual call centre that provides advanced new capabilities and efficiencies. To link the crucial back-end applications, Online carried out a large scale application integration project using TIBCO, VoiceXML, and a service oriented architecture (SOA). The result is a simplified and integrated structure that gives our client new levels of productivity, efficiency and control.

##### Benefits

- Time savings, cost savings and increased efficiencies with a centralized, integrated solution.
- Improved customer experience through advanced self-service call centre applications and intelligent routing.
- Improved service levels with real-time interaction management.
- Elimination of application development and maintenance with an advanced administration interface.
- Future scalability with a standards-based open architecture.

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## SENDING OUT AN SOA

By using a range of open industry standards, Online also architected a large-scale integration solution leveraging VoiceXML standards and SOA best practices. This common framework integrates the back-end applications, which are now available on our client's network as integrated services that can be accessed without worrying about the underlying formats. With this infrastructure in place, customers can now access all of their account information through one centralized self service system. And now that customer information is collected at a single point, our client has the information to create a full view of each customer, segment more effectively, provide differentiated levels of service and constantly adjust and improve service levels.

By improving and centralizing call centre functionality and integrating back-end applications, our client not only gains efficiencies, but they are now able to manage each customer interaction as an integrated whole. And with the entire solution built on open standards, additional functionality can easily be added in the future. With the ability to manage the entire customer experience and build long term relationships, Online has provided a solution that delivers on the promises of CIM.

### ONLINE SERVICES USED

The solution utilized Online's services in...

- VoiceXML
- Service Oriented Architecture
- Integration Services
- Customer Interaction Management
- Genesys

### ABOUT ONLINE BUSINESS SYSTEMS

For more than 20 years, Online has been increasing productivity and innovation for our clients through planning, transforming, and managing their IT environments. We achieve this through our people who not only have their finger on the pulse of technology, but also have an astute understanding of how business works. It is the combination of our people, our methodologies, and our culture that enables us to deliver results – without compromise. As a result we are trusted advisors, guiding clients in the Energy, Justice & Public Safety, Financial Services, and Health Care sectors across North America.

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