

Real-time Matchmaker in Call Centres

Matching the customer to the optimal agent is the first step
in ensuring a better customer experience



Success-based Routing – The First Step Toward a Better Customer Experience

Today's call centres are under pressure to retain customers, improve profits and lower agent attrition. Improving the customer's experience in interacting with the call centre is a proven approach to meeting these challenges.

Benchmark research from Ventana Research¹ shows that for phone interactions, "the primary negative experiences for customers are waiting a long time in a queue, navigating through a complex interactive voice response (IVR) system, having to repeat information, talking with an agent who has a bad attitude, being passed repeatedly from one system or agent to another and most of all, not getting the issue resolved. Conversely, good experiences include talking with a pleasant, knowledgeable agent and getting the issue resolved at the first contact. Beyond that, excellent experiences include having the agent recognise you, know all about you (including your past interactions regardless of the communication channel) and personalise the response (such as making a special offer)."

A good customer experience begins with matching the customer with an agent who has the best possibility for delivering a good experience, and then guiding that agent to deliver the designed experience.

Traditionally, call centres have turned to skills-based routing for matching customers with employees. But the reality is that skills-based routing often falls short in making meaningful connections because it takes only the agent's product focus and availability into consideration. As a result, call centres have not realised significant improvements in customer retention, profitability and agent satisfaction.

Make a Better Match and Improve Your Outcomes

IBM offers an innovative approach to matching customers with agents. It leverages sophisticated applied analytics and call-routing processes to successfully match customers and agents for a more productive conversation and outcome. This matchmaking is the first step. Then Cincom Synchrony takes over to guide the agent to deliver the optimal experiences and winning conversations that are valued by both the customer and your organisation.

"Conversely, good experiences include talking with a pleasant, knowledgeable agent and getting the issue resolved at the first contact."

– Ventana Research

Assurant Solutions uses IBM's RAMP analytics-based routing to increase call centre profitability and enhance the customer experience in its call centres. In the first year alone, Assurant realized significant benefits:

- *Increased retention revenue by 37%*
- *Increased sales revenue by 29%*
- *Lowered agent attrition by 25%*



ASSURANT
Solutions

¹ April 2010, Richard Snow, Global VP & Research Director, Ventana Research, Custom Experience Management - the Basics

IBM Real-Time Analytics Matching Platform (RAMP)

Matching Customer and Agent Attributes to Achieve Higher Success

The IBM Real-Time Analytics Matching Platform (RAMP) brings an entirely new level of sophistication to the way contact centres route calls to agents. RAMP takes advantage of a wealth of stored information about customers and agents to aid in the matching process. RAMP is able to determine – for the first time – how to model this data in a way that gets the right customer to the right agent every time.

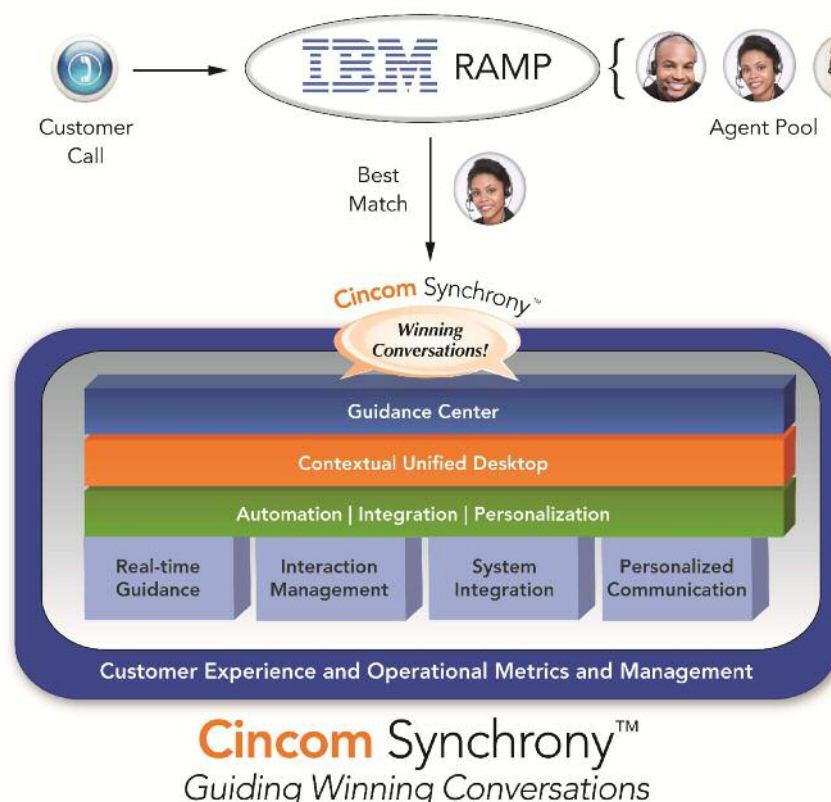
Highlights:

- Enhances call centre metrics, including average handling time, customer satisfaction and service-level adherence
- Produces measurable results through accurate and optimal interactions
- Minimises agent attrition and creates a performance path for new agents
- Increases customer response rate and improves customer-experience feedback
- Supports cross-selling and up-selling to drive revenue growth

RAMP uses matching algorithms to consider location-specific attributes such as service-level agreements, agent fatigue (defined by utilization relative to peers), average speed of answer in the centre and other customisable rules when making decisions. Additionally, the analytics workbench component performs a thorough analysis of the historical data with the customer and identifies key attributes of the agent and customer where the correlation between the two defines success. Furthermore, the flexible modeling tools allow attributes to be quickly added or removed, making it easy to respond to changing business requirements such as adding new products.

A Dynamic Combination – Cincom Synchrony and IBM's RAMP

Used in combination, RAMP and Cincom Synchrony greatly improve the likelihood of winning conversations and enhanced outcomes. Cincom Synchrony plus IBM RAMP give you the muscle to grow customer loyalty, advocacy and organic growth, as well as more satisfied and committed contact centre employees.



Why Cincom Synchrony

When you recognise that the employees in the contact centre hold the powerful role of delivering the experiences that build (or destroy) loyalty and advocacy, it becomes clear that you can't leave these interactions to chance. Agent guidance, a single view into the customer and a contextual framework to provide personalised, value-added service becomes paramount to Customer Experience Management (CEM) success.

Cincom's CEM initiative is focused on helping companies to consistently deliver personalised experiences that not only build your brand, but are valuable to both your customers and your organisation. Organisations around the world use Synchrony to drive their CEM strategy, reduce operational costs and drive revenue in the contact centre and beyond. Cincom Synchrony guides employees to deliver winning conversations. Learn more at <http://WinningConversations.cincom.com>.

Cincom, the Quadrant Logo, Synchrony and Simplification Through Innovation are trademarks or registered trademarks of Cincom Systems, Inc. All other trademarks belong to their respective companies. IBM and the IBM logo are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. Other product, company or service names may be trademarks or service marks of others. Assurant Solutions is a service mark of Assurant, Inc. RAMP is based on the following patents: Patent No. 7,050,566 -May23, 2006; Patent No. 7,062,031 - June 13, 2006; Patent No.7,593,521 -September 22, 2009.

© 2011 Cincom Systems, Inc.
FORM SYUK1004037-A4 01/11
Printed in U.S.A.
All Rights Reserved

World Headquarters • Cincinnati, OH USA • US 1-800-2CINCOM
Fax 1-513-612-2000 • International 1-513-612-2769
E-mail info@cincom.com • <http://www.cincom.com>



Why Cincom

Cincom and its partners deliver and support innovative software and services to simplify complex business processes. For over 40 years, Cincom has empowered thousands of clients worldwide to transform their businesses and outperform the competition by providing ways to increase revenue, control costs, minimise risk and achieve rapid ROI. Cincom is an IBM Premier Business Partner and has been integrating IBM technologies and leveraging IBM services for over 10 years. For more information about Cincom, visit us on the web at www.cincom.com.

Why IBM

The IBM Real-Time Analytics Matching Platform is part of the IBM Business Analytics and Optimisation (BAO) solutions portfolio. The platform leverages IBM's deep expertise in analytics and customer-insight technologies.

The BAO Analytic Solutions Team deploys a team of consultants who combine their industry and process expertise with IBM's capabilities and resources in advanced mathematical research, business performance management, business intelligence systems software and deep computing.

For More Information

To learn more about the IBM Real-Time Analytics Matching Platform for contact centres, contact your Cincom or IBM representative. You may also visit the web at ibm.com/services/us/gbs/bus/html/bcs_centeroptimization.html.



Contact our European offices:

Brussels, Belgium
+32 (0)2 679 68 11
marketingbelux@cincom.com

Paris, France
+33 (0)1 53 61 70 00
marketingfrance@cincom.com

Schwalbach, Germany
+49 6196 9003-0
infode@cincom.com

Turin, Italy
+39 011 5154 711
cincomitalia@cincom.com

Culemborg, The Netherlands
+31 345 471050
info_europenorth@cincom.com

Madrid, Spain
+34 91 524 9820
cincomiberia@cincom.com

Geneva, Switzerland
+41 22 747 75 18
infode@cincom.com

Maidenhead, United Kingdom
+44 (0)1628 542300
info_europenorth@cincom.com