

Case Study



Pega CPM Enhances Consumer Experience for a Global Food Products Company

Business Context

One of the world's largest food companies, the client has a global presence. Unable to keep pace with growing business demands, the client's call center management system was proving inflexible and had frequent stability issues. Unplanned downtimes increased costs incurred toward maintaining additional staff.

Insights into customer feedback and interactions over multiple channels were also limited due to multiple disjointed systems. Additionally, the client had acquired several brands across different markets and providing a uniform customer experience was a major challenge.

The client needed a future-ready solution that supported a consistent experience across multiple customer touch points – such as social media, phone and the internet – while providing round-the-clock availability.

The food products major partnered with Infosys to evaluate products that met these requirements. Infosys recommended and successfully delivered a solution based on the Pega Customer Process Manager™ (CPM) deployed on the Cloud to ensure a highly accessible and positive customer experience.

Business Challenges

The inconsistent cross-channel customer experience delivered by the client's call center set-up was proving detrimental to sustaining brand loyalty from customers. Customers needed a system that had high stability, was process driven, fully integrated and easy-to-use. Some challenges that needed to be focused on were:

- Integration of multiple consumer contact channels like phone, websites, fax, email and social media into a single system
- Ability to handle diverse consumers, brands and geographies
- Easily scalable to include new call centers and multiple languages

Solution Overview

The client partnered with Infosys to recommend and deploy a solution to help it meet its business objectives. After evaluating several leading packages, Infosys suggested the Pega CPM solution deployed on the Cloud to help the client save upfront capital costs and improve business agility. The solution enabled unified channel support to allow the customer service to improve the consistency of interactions across channels and resolve cases on time.

Infosys enabled a user-friendly implementation with an intuitive configuration of customer processes that allow service agents to have access to the right information at the right time with minimal training. This frees them of the need to keep a tab on multiple systems.

With fault trees, analyses of product defects were partly automated leading to a drastic improvement in product quality. The ability to perform surveys from within the application enhanced brand loyalty and knowledge management. Easy-to-generate reports helped the client evaluate both system and customer agent performance, helping improve the overall customer experience.

Key Solution Highlights

Some of the key features of the solution were:

Process-centric:

- Process-driven customer services enabling content, offers, policies, and procedures to be presented in appropriate contexts within an interaction
- Consistent experience across channels
- Guided, 'next step' execution of consumer-centric processes
- Reduced process or transaction cycle-times
- Consistent process execution

Agility

- Empowers business users to rapidly make business changes
- Taps into enterprise master customer data without replication or consolidation
- Rapid and seamless legacy integration

Intent-driven:

- Tailor-made interactions with customer to suit the task at hand
- Shorter introduction times for beginners, allowing them to have a fast, positive impact on the business

Case Management:

- Pro-active management of service levels and Key Performance Indicators (KPIs)
- Automatic audits and real-time analytics

Efficiency:

- Increased value and profitability of operations
- Reduced resource deployment and re-deployment costs
- Reduced training and development costs

Infosys Approach

Infosys collaborated with the client and Pegasystems to implement a Pega CPM framework by leveraging the DCO (Direct Capture of Objectives) and using the SmartBPM™ approach.

Infosys also leveraged Pega BEAM methodology in delivering this solution. The solution implementation was scheduled in phases so that the core functions needed to run the call center could be implemented and rolled out to different countries in the initial part of the time frame, without disrupting business. Infosys implemented the Pega CPM framework with a region-specific framework and country-specific rules, making it easily extendable to new countries as and when required.

Business Benefits

The strategic replacement of the call center application has enabled the client to connect with multiple consumer contact channels. The Cloud-based deployment has significantly reduced the cost of ownership and ensured high availability. The Infosys-deployed Pega CPM solution has enabled business users to manage change easily and provided better usability and process orientation to consumer services.

The solution has helped the customer gain the following benefits:

Flexibility:

- Business users can manage business changes directly and avoid unneeded dependencies on IT

Brand Loyalty:

- Improved brand loyalty with the integration of multiple channels
- Higher customer satisfaction through quicker and more efficient case management by the call center agents
- Better end-customer experience

Operational Benefits:

- Drastically lower initial investment owing to the Cloud-based implementation
- Improved scalability to set up new call centers in different geographies
- Reduced training and development costs
- Increased availability

New Business Opportunities:

- Improved insights into consumer behavior based on consumer feedback and through integration with social media, thus helping identify new business opportunities

Did you know ?

Infosys among the world's top 50 most respected companies

Reputation Institute's Global Reputation Pulse 2009 ranked Infosys among the world's top 50 most respected companies.



About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

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