

Case Study



Cummins enhances its integrated Customer Care solution with Infosys

Overview

Cummins Inc., a global power leader, is a corporation of complementary business units that design, manufacture, distribute and service engines and related technologies, including fuel systems, controls, air handling, filtration, emission solutions and electrical power generation systems. Headquartered in Columbus, Indiana, (USA), Cummins serves customers in approximately 190 countries and territories through a network of more than 500 company-owned and independent distributor locations and approximately 5,200 dealer locations.

Cummins Business Services (CBS) supports employees and other Cummins Business Units through different service lines: Accounting Services, Human Resources Services, and Customer Care. CBS operates in all regions where Cummins has operations and supports all locations.

Business Objectives

CBS launched the [Customer CARE](#) program as part of its company-wide Customer Support Excellence initiative to improve the quality and consistency of customer experience across multiple contact channels such as voice, emails and fax. The customer CARE program was intended to set organization-wide standards across the following areas:

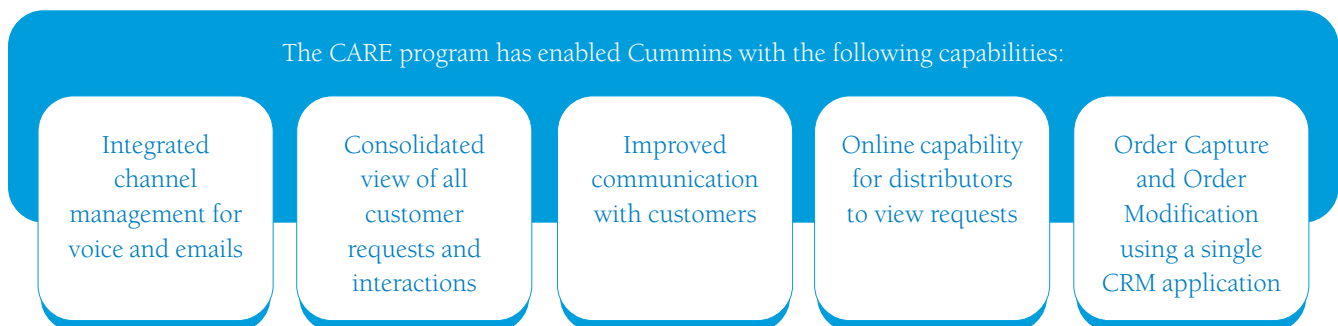
- Capture customer contact interactions allowing a data based approach: identify key customer issues affecting customer satisfaction, which aimed to ensure first-call resolutions are improved substantially
- Enable customer support group to streamline operations: measure areas of improvement, such as, agent responsiveness, call-wait time, agent productivity etc.,
- Enable Cummins-owned distributors to capture their requests directly ensuring no loss of information
- Implement common tools and processes across customer support groups handling various functions

Cummins partnered with Infosys to build a common CRM capability with a single window to customer support representatives, aggregate customer related data across business units and provide high quality responses and timely resolution of issues.

Why was Infosys chosen?

Infosys was chosen by Cummins as a customer CARE implementation partner due to its

- Proven CRM track record in similar implementations
- Ability to ramp up in quick time and position the right experts for CRM challenges
- Strong understanding of Cummins business processes
- Help develop effort-saving tools, process maps and accelerators leading to higher delivery reliability
- Robust program management and governance approach



Infosys Solution

Infosys analyzed business requirements and developed a comprehensive Oracle Siebel solution for customer support groups incorporating Computer Telephony Integration, Service Requests and Activity Management, Oracle Siebel Order Management and multiple integrations with legacy order fulfillment systems using fusion middleware. These modules helped in addressing key processes for customer support groups with facilities such as Pre Greeting, Greeting, classification, diagnosis, resolution and wrap up.

The CRM application was also tightly integrated with the Customer Master Data application to ensure real time de-duplication of customer data and consolidate all customer relevant data under a single entity.

The CARE implementation highlights:

- Roll-out of a comprehensive Computer Telephony Integration (CTI) solution that could be easily replicated across call centers
- Completion of complex integration with existing Fusion middleware and legacy applications
- Alignment with corporate Master Data Management (MDM) strategy for customer data
- Infosys delivered this solution for three customer support groups across Engine BU and Filtration BU

- The solution was rolled out to its 16 North American Distributors
- This serves as a template for future roll-outs

Infosys also developed training kits and executed 'Train-the-Trainer' sessions as end-user adoption is critical to the success of the implementation.

PILOT IMPLEMENTATION FACT-FILE

DELIVERY MODEL	Teams working out of three different geo locations - US, India and China
PROJECT DURATION	12 months based on CRM Roadmap definition
PILOT USERS	45 Customer Service Representatives and 300 Distributor Representatives
SOLUTION PLATFORM	Oracle Siebel 8.1.1.3HTIM application, Oracle Fusion AIA 2.5, Oracle Siebel UCM 8.1.1
SOLUTION	Implemented an out-of-the-box solution with minimal customizations that were carefully evaluated to meet specific business requirements
METHODOLOGY	Infosys followed Cummins-specific ITPM (IT Project Management) methodology combined with accelerators and templates from Infosys InTrak methodology

Business Benefits

- A Single source window was created for viewing customer related information and interactions
- A standardized and consistent process was developed across all contact centers and contact types leading to consistent customer experience
- A continuously evolving and ongoing 360-degree customer feedback survey launched

A Common contact center technology stack was developed ensuring:

- Telephony platform with intelligent routing, computer telephony integration & quality monitoring
- " CRM solution that consolidates all customer requests and interactions
- " Integration with legacy applications to provide an end to end solution for Order management

Operational Benefits

- Improvement in average speed of answers across groups
 - 1-800 DIESEL group showed an improvement of 37%
 - Filtration technical assistance showed an improvement of 66%
 - Filtration parts order group showed an improvement by 26%
- Customer satisfaction survey showed an increase in score from 66% in 2008 to 88% in 2010
- Improvement in first-call resolution of customer issues
- Reduction in average handling time
- Number of abandoned calls have reduced
- Customer representatives' adherence to schedule and overall improvement in productivity

Customer Says

“ CARE Program was initiated to ensure we consolidate our disparate customer support operations and implement a global template for all customer support interactions across multiple channels. The Pilot initiative deployed for the North American region has been the first successful step in achieving this ambitious goal. Infosys has been a valuable partner and advisor in ensuring we implement the best of breed processes and implement a scalable solution that can be replicated easily across our worldwide operations.

Jane Richardson, Executive Director, Corporate IT

“ Customer Experience has always been a key focus area at Cummins and CARE program is an important step in ensuring we maintain our focus and drive the right initiatives to constantly improve this experience.. Infosys has played a significant role to help Cummins achieve our goals in this area and enable our customer support operations.

Jim Schacht, Executive Director, CBS

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.

For more information about Infosys (NASDAQ:INFY), visit www.infosys.com.

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