

## Infosys Click-to-Cash Solution for Information Services Industry

Enhanced Customer Experience Management through Oracle Applications

### Trends and Challenges in the Information Services Industry

Information services industry is witnessing significant trends which are shaping up the industry today –



- **Changing customer behavior** – customers want anytime, anywhere access to information
- **Diminishing entry barriers** for new players
- **Intense competition** due to proliferation of online sources
- Increasing adoption of **disruptive technologies** like smartphones, tablets and cloud storage

The industry faces the challenge of ensuring a consistent and optimized customer experience by providing relevant information to its consumers at the right time and right place across various channels, platforms and devices.

To achieve this, enterprises need a viable and standardized solution with quick time-to-market, while creating a platform capable of scaling up to handle specific complexities and dynamic industry landscape.

Infosys has architected a Click-to-Cash solution for the information services industry which helps address the critical need to manage and provide a superior customer experience.

### Infosys Click-to-Cash Solution

Infosys Click-to-Cash solution is a comprehensive customer experience management solution built by integrating proven Oracle and best-of-breed applications. It delivers the following crucial business processes:

#### Ordering and billing

- Order capture and pricing for information products
- Order fulfilment for information products
- Flexible invoicing and billing
- Revenue Management

#### Customer experience and service management

- Customer experience management across various channels and devices
- Customer service request management
- Social media integration

#### Analytics and business intelligence

- Customer preference analysis
- Custom dashboards



## Solution Architecture

Our Click-to-Cash solution leverages various Oracle products to provide value across multiple layers of business, right from the data layer to the engagement layer. Business intelligence cuts across the layers to provide a holistic view of the customer.

The functional architecture of the solution is given in figure 1.

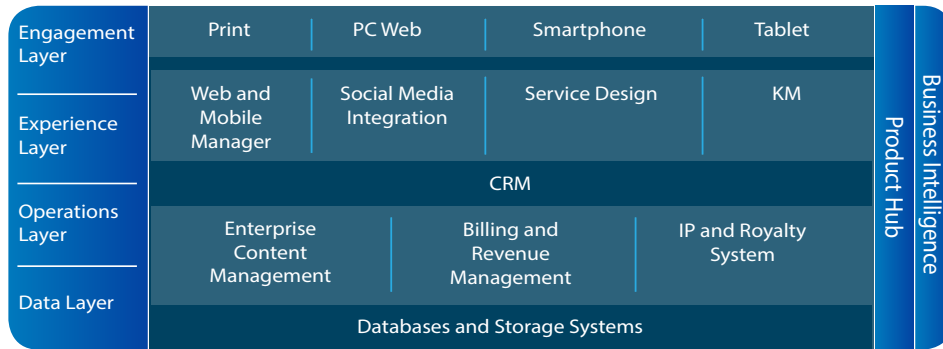


Figure 1: Functional Architecture of Click-to-Cash solution

On technical front, a seamless integration of Oracle stack of products delivers the best possible experience for internal users, there by ensuring better delivery of services to the end customer.

The technical architecture of the solution is given in figure 2.

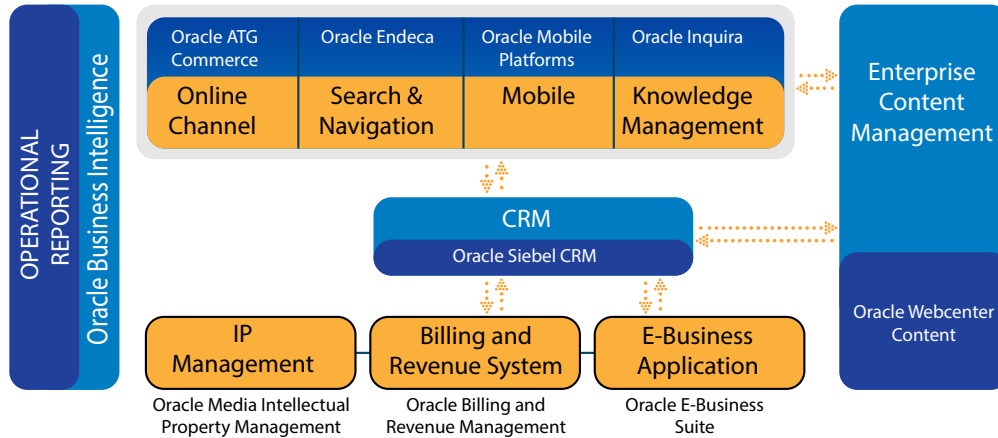


Figure 2: Technical Architecture of Click-to-Cash solution

## Business Benefits

- Improved customer engagement
- Reduced order processing costs
- Superior insights into the customer behavior and preferences
- Improved cash conversion cycle
- Elimination of revenue leakage

## Value Proposition

- Ability to respond to social conversations and using customer's social data to perform better customer segmentation and targeting
- Enable a unified customer service experience over multiple channels and provide faster service support and response to customers
- Ability to provide customer centric prices and offers; and allow customized pricing based on value/ volume of the deals

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)



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