

# Infosys cobalt | INFOSYS B2B ORDER MANAGEMENT SOLUTION

Grow your business through personalized customer interaction

In this highly competitive ecommerce environment, merchants may only get one chance to impress a customer with on-time delivery of their products, great customer service and accurate billing. Infosys B2B Order Management Solution helps businesses enable smoothest operations, increase sales and customer retention, and deliver great customer service through an innovative suite of tools.

It allows businesses to take control of their order processes from beginning to end, encompassing order entry, order fulfilment, account 360 degree view and cross/upsell decision strategies to maintain a single view of customer activity and provide the highest levels of customer service.

**Infosys B2B Order Management Solution** integrates traditional BPM Case management, omni-channel features,

robotics (RDA/RPA) and AI/ML capabilities on a single platform providing the customer service rep a better understanding of the customer's needs, and action things appropriately on their behalf. This truly enables customer intent driven, business outcome based order management to boost customer satisfaction, increase CSR productivity and realize cost savings through efficiency gains.



### The solution gives organizations:

- A unified view of all order activity/ statuses across multiple channels (Web, Phone, Mail, In-store) with configurable actions when statuses change (i.e. send an email, contact customer). Detailed view of all order and customer details, with comprehensive search and filtering options.
- Robotics based process automation provides quick time-to-market for seamless integration with up/downstream systems where integration services may not exist

- Pega-enabled capabilities such as dynamic case management, rule-based routing, next best action, workbaskets, dashboards etc.
- Channel-less customer interaction and co-browse to provide enhanced customer service experience with CSR ability to login and replicate exactly what the customer sees, and action things on their behalf.
- Intelligent Cross/Upsell driven by predictive and adaptive decision strategies used together for relevant, timely offers based on customer

segmentation, interaction history and order intent

### With the Infosys B2B Order Management Solution, you can provide:

- Robust, flexible, scalable and configurable order workflows designed around your business
- Greater customer satisfaction and smoother, more efficient, ecommerce operations
- Support for multiple channels, meaning orders can all be routed accordingly

Infosys Cobalt is a set of services, solutions and platforms for enterprises to accelerate their cloud journey. It offers over 14,000 cloud assets, over 200 industry cloud solution blueprints and a thriving community of cloud business and technology practitioners to drive increased business value. With Infosys Cobalt, regulatory and security compliance, along with technical and financial governance comes baked into every solution delivered.

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

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