

# INFOSYS CROSS CHANNEL SERVICE SOLUTION

With increased competition, shorter product lifecycles and shrinking margins on products, enterprises are increasingly focused on growing and enhancing their service portfolio. At the same time, expectations from the customer are also much higher during the post-sales service process since now the customer expects to be known and be more valued by the enterprise. The potential risk of a bad service experience has increased manifold with the advent of social channels. Unless the enterprise is proactive, the damage will be irreversible.

Looking at the current business challenges and IT drivers, Infosys has developed a cross channel service experience solution which allows enterprises to become more proactive, increase end customer satisfaction and reduce operating expenses while increasing the life time (as well as value) for the customer.

## Solution Offering

The solution is designed keeping the modern customer's requirements in view and is outward looking. It supports service operations seamlessly across multiple channels such as social media, web portal, call center, live chat, etc. Empowered

with a real time 360 degree view of the customer, better knowledge management capabilities and enhanced tools, the service agent is able to turn a service experience into a potential sales opportunity.

The core business processes covered as part of this solution are call center incident management, field service resolution, web self-service, knowledge management and live chat management.

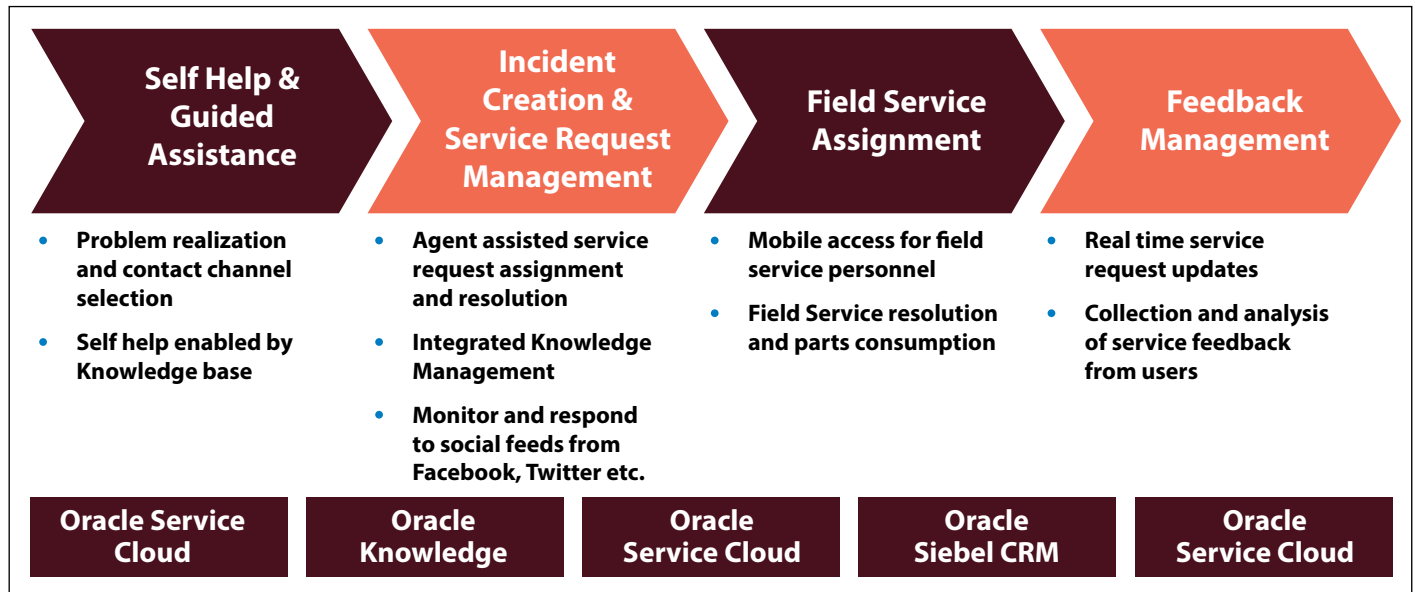
Key areas covered by the solution will enable:
Service resolution capabilities across multiple channels to customers
Single view of customer's service history to service agents as well as customers
Mobile enablement of technicians
Real time customer insights to service customer needs more efficiently
Real time service request updates for customers via email / SMS notifications
Integrated knowledge repository to assist service personnel in timely resolution of issues



Multiple scenarios of service functions can be supported by the solution. Some illustrative examples are as shown below:
Service contract management to provide regular maintenance services
Utilization of predictive analytics to proactively identify and resolve service issues/outages
Utilization of real time decisions to cross sell/up sell to customers during a service interaction
After sales support and product registration for warranty services
The solution is built on Infosys CX solution platform which allows seamless integration across the CX products and enterprise applications such as Siebel CRM.

## Illustrative use case from solution

An Illustrative use case is showcased below via an end to end process flow:



### Solution advantages

- Utilizes best of breed, out-of-box features of Oracle CX products on a SOA based middleware to provide a stable service solution
- Helps reduce cost of service by providing self-service features like service portals and community forums.
- Increased customer engagement in service management by utilizing customer inputs on service portals and communities to update and manage the organizational knowledge base
- Ability to leverage customer opinion

and feedback on service improvements and innovation for more customer centric services and products

- Since the solution is based on a scalable platform, it can be extended to include additional use cases leveraging features from existing products or by adding more products as required
- Pre-built solution integration with different Oracle applications to ensure seamless process orchestration

### Why Infosys?

- Strong domain knowledge in CX with specific vertical focus

- Comprehensive product knowledge for complete spectrum of CX products
- Go to market and solution co-development partnership with Oracle within the manufacturing vertical
- End to end service offerings from business consulting to system integration services and BPO services
- Implementation accelerators, a comprehensive library of prebuilt use cases covering CX business processes
- Innovative solutions built on Oracle CX Technology stack while leveraging Infosys IP components

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



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