

# IBM Software Demos

## IBM SOA Speed and Accuracy of Decision Making

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### Section 1 - INTRO

Big decisions can come at you fast.

Increased speed and accuracy of decision making results from employees empowered with insight.

Yet to deliver the right insight you must have access to both structured and unstructured information. Information that is accurate,... complete,... trusted,... and put into the business context that is most meaningful to employees.

Improving insight can help you join those leading organizations who dominate their fields, by inspiring productivity, enhancing customer service, making business more efficient, and enabling compliance.

This video will show you how Dynamic Warehousing enabled by S.O.A. Information Services, combined with IBM Portal and Dashboard solutions, can help you provide better and more timely insight to employees in your organization.

Dynamic Warehousing enables you to deliver dynamic business insights by integrating, transforming, and analyzing structured and unstructured information. Inline analytics delivered as SOA Information Services extend the benefits of business intelligence to all enterprise users, enabling faster decisions based on more current and accurate information.

To gain valuable insight, this information can be easily accessible by users in a personalized context - through IBM WebSphere Portal based dashboards and scorecards that are regularly updated with current data from Web services feeds. This actionable insight enables users to see real-time status of their performance metrics at a glance.

### Section 2 - Call Center Scenario

For example, customer service representatives typically handle large volumes of information and must formulate insights quickly enough to respond to customer issues - in real time. They must be able to review a range of information – like billing details, past bills, billing addresses, and account summaries – then drill down to where the problems are and make the right decisions on corrective actions. They then must record their actions and make notes about the customer interaction.

Beyond needing the right insights for real time customer interaction, the customer service manager must review specific customer transactions and calls as well as roll-ups of the day's performance. He must be able to analyze and find patterns across structured and unstructured data to get a full picture of problem areas, and develop actions for customer service reps to take.

For viewing such wide ranges of data, the IBM WebSphere Dashboard Framework component of IBM Lotus ActiveInsight enables rapid creation of Web services connections to multiple disparate data sources – delivered through IBM WebSphere Portal.

And users can dynamically swap out the data services that feed the dashboard without having to change the user interface or the information server.

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Visit: <http://www.demos.ibm.com> for more demonstrations

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To dig into performance problems more deeply, the manager can edit his dashboard to include a new feed from call center logs. This will mine across all of the unstructured data, within customer interaction note records, for problem descriptions and resolutions. He learns that incorrect billing was the most frequent cause of calls. Another part of the dashboard shows relationships between the caller's accounts. He sees that all of the accounts with incorrect bills were from a particular customer category – one that constitutes the largest segment of the company's revenue.

He immediately calls his manager to report the problem and initiate a fix, as rapid resolution is critical to the company's revenue stream.

He then notifies all customer service reps so they can immediately begin reassuring customers that these problems are already being rectified.

#### **Section 3 - Closing**

Isn't it time you streamlined your team's decision-making capabilities, by giving everyone - not just analysts - access to intelligence in context?

Big decisions can come at you fast; so give your employees the insights they need. Dynamic Warehousing enabled by S.O.A. Information Services, combined with IBM Portal and Dashboard solutions, can empower your organization with better information in a more consumable form, for faster and more accurate decision making.

You've seen the video, now click the link to learn more.