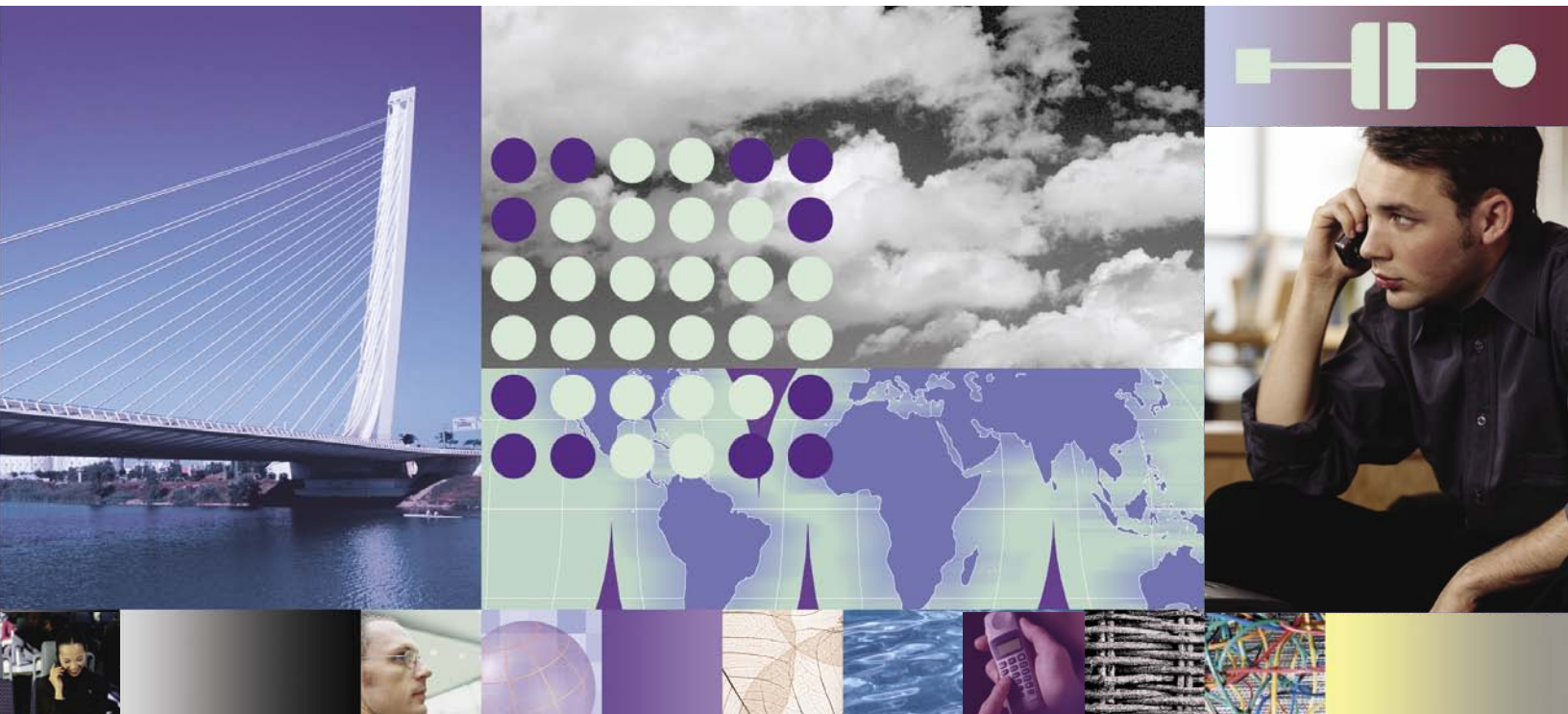


Customer data integration solutions
To support your business objectives



WebSphere software



Deliver enhanced sales and service opportunities by providing a foundation of unified customer data to all channels.

**IBM WebSphere Customer Center
for communications**

Customer data integration solutions

As a part of the IBM master data management (MDM) family of products, IBM WebSphere® Customer Center provides the strategic architecture that companies need to solve their enterprise customer management issues and realize the full benefit of their investments in customer relationship management (CRM).

Industry analysts have identified the “foundational problem of CRM projects” as bad customer data. WebSphere Customer Center helps communications companies solve the foundational problem by providing CRM applications and all front-office channels with the authoritative single view of the customer, as well as business processes for maintaining the customer data that is shared across the front and back office. Unlike existing stand-alone customer information systems and back-office systems, WebSphere Customer Center is a real-time, service-oriented application that manages customer-centric business processes and transactions. WebSphere Customer Center also persists new enterprise customer knowledge and processes, such as interaction history, event notifications, privacy and data entitlement rules, customer relationships (households) and customer value profiles.



WebSphere Customer Center Value Proposition



Communications companies are facing hyper-competition from new market entrants and telcos offering communications services such as high-speed Internet, cable and satellite products. This environment has created more choice for consumers and has naturally resulted in higher customer churn. Contributing to this trend is the fact that product offerings are becoming undifferentiated, leaving price and customer service as key differentiators. Added to these challenges is the fact that communications companies must continue to focus on reducing costs and improving efficiencies in order to improve profitability.

Most communications companies are adopting customer-centric service and product strategies as a way to differentiate themselves from the competition. Companies

are implementing CRM systems to address that strategic goal, yet few are able to deliver actionable customer insight to all channels and transform operational processes to a customer-centric model. Customer information is fragmented across multiple billing systems and front-office channels (contact centers and marketing, for example). Without a common customer view, communications companies struggle to differentiate service based on customer insight (such as lifetime value and propensity to churn) and to make the right product offer through the right channel. In addition, without a common understanding of the customer, communications companies struggle to deliver on their strategy of product bundling and delivering more services through the same network.

WebSphere Customer Center solves these challenges by enabling customer-centric operations using the company's existing product-oriented billing systems. WebSphere Customer Center enhances existing CRM and billing applications with complete customer knowledge via business services that manage customer-centric business processes. By managing all customer transactions through a service oriented customer data integration hub, WebSphere Customer Center

injects customer knowledge and insight into operational transactions. It allows communications companies to transform their traditionally product-oriented operational processes by providing marketing customer insight (for example, propensity to churn, next logical product offer and household relationships) at the customer touch point. WebSphere Customer Center enables communications companies to identify and act upon cross-selling and up-selling opportunities, to provide consistent customer service through multichannel integration, and reduce expenses associated with inefficient customer data management.

Enable customer-centric product packaging and bundling triple plays based on customer data and microsegmentation

WebSphere Customer Center maintains the unified customer view and provides complete customer data to all channels in real time to improve sales processes to customer microsegments. By injecting offline marketing customer insight, such as household profiles, into operational transactions across all channels, companies can make better decisions about what bundles to offer, and improve the response rate to those offers by following up during customer service calls.

Improve billing and statements

By unifying multiple products through a single hub, WebSphere Customer Center provides the basis for consolidated billing to improve customer satisfaction. It also enables consolidated mailing on a household basis to further reduce mailing costs.

Enhance value of existing CRM systems

By providing all CRM and front-office channels (Web self-service) with a unified view of the customer, companies can improve customer service and retention by differentiating service to higher value customers and by streamlining customer data processes. Companies can improve cross-selling and order-taking processes by providing marketing data to operational systems through the customer hub. That data might include campaigns, customer value and profitability scores, and product offers.

Reduce customer churn to improve customer service and reduce consumer displacement

By providing a complete customer view in real time, WebSphere Customer Center enables communications companies to identify customer segments and to define product bundle offerings to those segments including television-based packages, which

help anchor the customer account and reduce churn. WebSphere Customer Center also improves customer service by providing complete customer data to front-office systems, enabling differentiated service. It also improves efficiencies in managing customer data and transactions, thereby improving customer service.

Enable targeted strategies of small-business and consumer relationships

WebSphere Customer Center manages all customer data across both retail and commercial lines of business, and the relationships between those customers. By managing customer relationships across both lines of business, communications companies can enable service and sales strategies based on a complete understanding of the customer's value and influence across both lines of business.

Reduce costs

WebSphere Customer Center helps communications companies reduce costs by improving efficiencies in customer data management and transactions. WebSphere Customer Center enables once-and-done processing of customer data, reducing work effort and call-time costs, as well as improving customer data accuracy

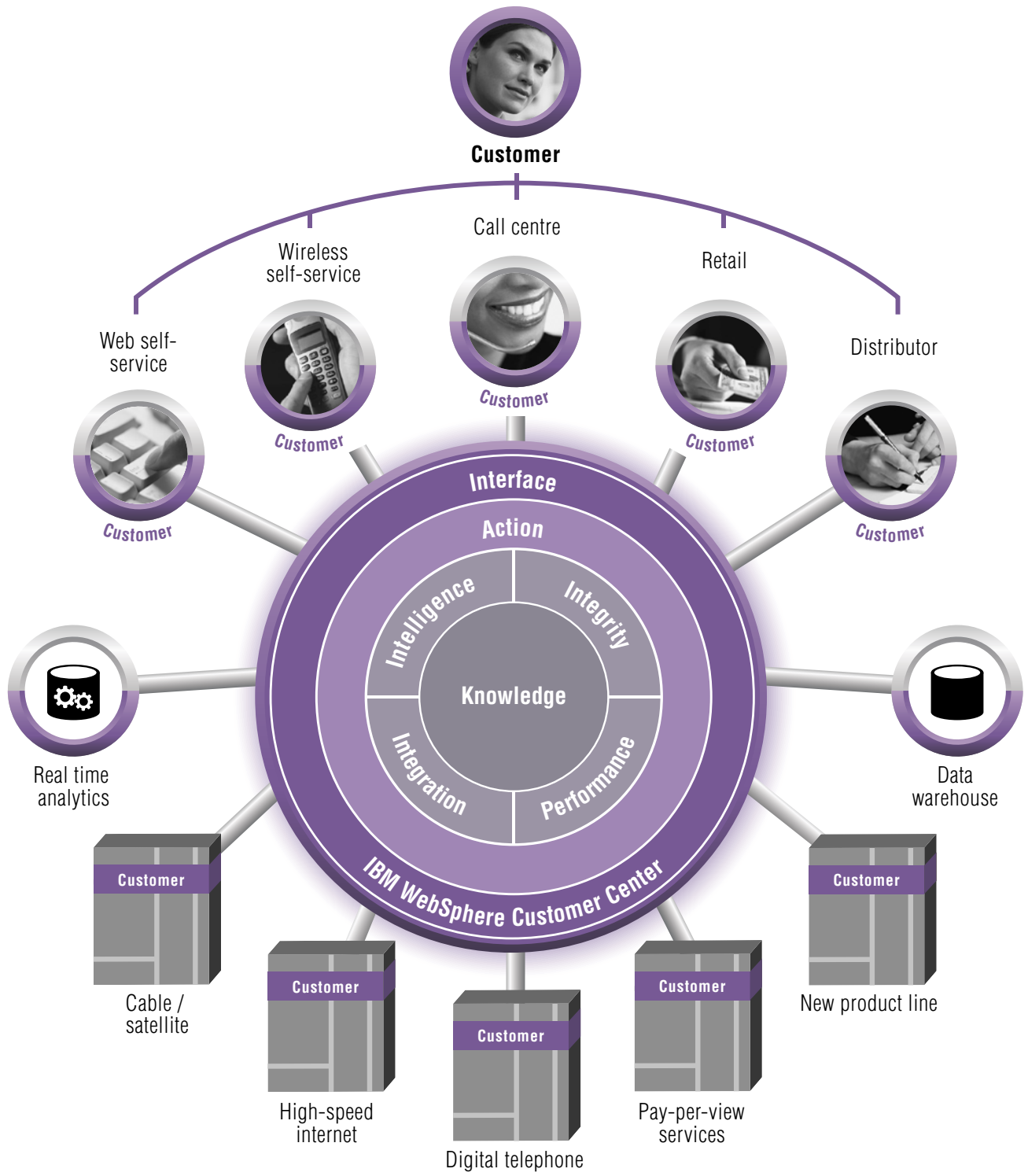
across multiple systems, which can significantly reduce customer errors (such as incorrect mailing addresses). WebSphere Customer Center also reduces costs associated with ongoing customer data quality and loading across systems and into data warehouses by providing a clean copy of operational customer data.

Reduce data maintenance costs

Maintaining an operational, authoritative customer record allows banks to reduce the cost of maintaining and synchronizing data via offline batch processes and manual matching processes and the development costs of multiple point-to-point interfaces between applications for customer data.

Reduce merger and acquisition time and costs

WebSphere Customer Center provides a single point of interface for customer data. Companies may leave the front- and back-office systems of a newly acquired company in place and integrate them with the customer hub. This is less time consuming (and less costly) than integrating point-to-point or migrating data into the existing systems.



IBM WebSphere Customer Center software is the only CDI solution that focuses primarily on operational customer data transaction management.

WebSphere Customer Center is the only CDI solution that focuses primarily on operational customer data transaction management. WebSphere Customer Center is the recognized leader in CDI for the following reasons:

- *WebSphere Customer Center is an actionable customer hub. It contains more than 500 business services out-of-the-box. These services manage both complex customer business processes and simple customer data inquiries and updates; this enables WebSphere Customer Center to be a business process hub for customer-centric transactions.*
- *WebSphere Customer Center contains actions (business services) that are both reactive and proactive. WebSphere Customer Center reacts to requests from applications and channels and responds with real-time, actionable customer data. WebSphere Customer Center proactively identifies customer events and responds in real time, alerting other applications to the detected event.*
- *WebSphere Customer Center is an intelligent customer hub. It contains several pre-integrated business logic components to manage business rules, event detection and management, privacy and security rules, data validation, and duplicate suspect processing. WebSphere Customer Center injects intelligence within operational transactions, including the ability to derive real-time customer insight and to manage customer events.*
- *WebSphere Customer Center is designed to be implemented within a service oriented architecture and is a fully service oriented application.*
- *WebSphere Customer Center contains sophisticated integration functionality and is neutral to all front-end CRM and back-office systems.*
- *WebSphere Customer Center is developed on leading technology (Java™ 2 Platform, Enterprise Edition [J2EE] Enterprise JavaBeans [EJB]).*
- *WebSphere Customer Center has proven implementations with some of the world's largest companies and is working with their various and multiple customer-facing and back-end systems.*
- *WebSphere Customer Center manages new enterprise customer data and business processes. This includes privacy profiles, customer preferences, cross-channel interaction history, customer relationships, value profiles, duplicate suspect processing and event notifications, among others.*
- *WebSphere Customer Center operationalizes customer insight and knowledge. It maintains marketing department customer insight, such as household data, customer value scores, profitability indicators and propensity to churn, and injects that insight into operational processes.*

For more information

To Learn more about IBM WebSphere Customer Center Software, visit:

ibm.com/software/data/masterdata/launch.html

“WebSphere Customer Center injects intelligence within operational transactions, including the ability to derive real-time customer insight and to manage customer events.”



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