

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
Transportation & Logistics***

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 companies solve the foundational problem by providing CRM applications and all front-office channels with the authoritative single customer image, as well as business processes for maintaining the customer data that is shared across multiple channels and systems. Unlike existing, stand-alone CRM applications and reservation systems, WebSphere Customer Center is a real-time, service-oriented application that manages customer-centric business processes and transactions, while persisting new enterprise customer knowledge and processes, such as guest service preferences, interaction history, event notifications, privacy and data entitlement rules, customer relationships (households) and customer value profiles. WebSphere Customer Center has been identified as the leader in customer data integration (CDI) by leading analysts such as Gartner, META Group and Forrester/Giga.



***Access the complete customer profile
to help improve your profitability***



Several business drivers are affecting transportation and logistics companies' profitability. First, the ongoing focus on efficiency in supply chain management (SCM) between business partners necessitates the strategic integration of transportation companies. Customers are pressing for shorter delivery times, a greater degree of integration with inventory management systems and cost efficiency. Transportation companies like yours are responding to those business drivers with a variety of product and service offerings including expanded logistics and SCM services and products targeted at the small-to-medium business and retail markets.

The common denominator among these strategic issues is a complete and accurate understanding of the customer relationship. The inability to understand the customers, their relationship to an organizational hierarchy, their profitability and value profile, and their account structure impedes the ability to provide consistent, tailored customer service. Compounding the problem is the fact that transport companies have multiple customer-facing channels that require a consistent understanding of the customer: service centers, Web sites, field operations, call centers and in-store kiosks. The proliferation of channels, as well as back-office billing and account systems, makes it difficult to identify the customer and get a complete customer profile.

Most transportation companies have adopted a customer-centric strategy to address their strategic business objectives. A customer-centric strategy means knowing who the customer is, understanding their unique service preferences, offering relevant product upgrades and add-on services, and correctly identifying legal hierarchies for consolidated billing purposes. The technological answer to that business problem is a consolidated customer data master hub that manages organizational hierarchies and employee relationships, complex hierarchical customer account and billing information, customer service preferences, and a complete multiservice interaction history across all channels.

WebSphere Customer Center solves these problems by enabling a complete customer profile that is integrated with your company's existing customer service, Web site, billing, logistics and account management systems. The customer hub maintains organizational hierarchy, service preferences, account and billing information, and a complete interaction history. Customer data is shared with all channels and systems in real time using Web services, enabling existing systems to access an accurate and reliable customer profile.

Help increase revenue through cross-selling value-added services

WebSphere Customer Center helps your company increase its revenue through effective cross-selling. By understanding the complete customer relationship hierarchy, WebSphere Customer Center helps you identify correct products and services to offer to the customer, for example, enhanced logistics and SCM services.

Enable strategic growth in the retail and small-business market

WebSphere Customer Center maintains organization and person relationship data and provides the complete customer profile to all channels in real time. This enables you to enhance your multichannel sales and service strategy to target the retail and small-business market, specifically retail channels in combination with the corporate Web site and call centers.

Improve customer service and retention

WebSphere Customer Center helps you improve service and retention (repeat business) by identifying high-value customers across all channels and providing differentiated service. WebSphere Customer Center manages customer service preferences centrally, which helps ensure that consistent pickup, delivery, billing and correspondence preferences are followed. Preferences might be maintained at the organization,

department or individual person level. In addition, consistent recognition of the customer across all channels and the ability to streamline customer processes improves customer service processes.

Improve the billing process

WebSphere Customer Center manages multiple customer hierarchies and billing addresses for each account. Through improved management of customer account and billing preferences, you can enable consolidated billing and statements for multiple organizational entities within a legal hierarchy and improve customer satisfaction.

Increase operational efficiency and help reduce costs

WebSphere Customer Center maintains the complete customer profile and enables once-and-done customer data update processes. Customer-data changes are managed centrally and synchronized with other systems, ensuring that all billing and service applications have accurate and complete customer data. This reduces the effort and time in maintaining customer data in multiple sources and helps reduce costs associated with data errors.

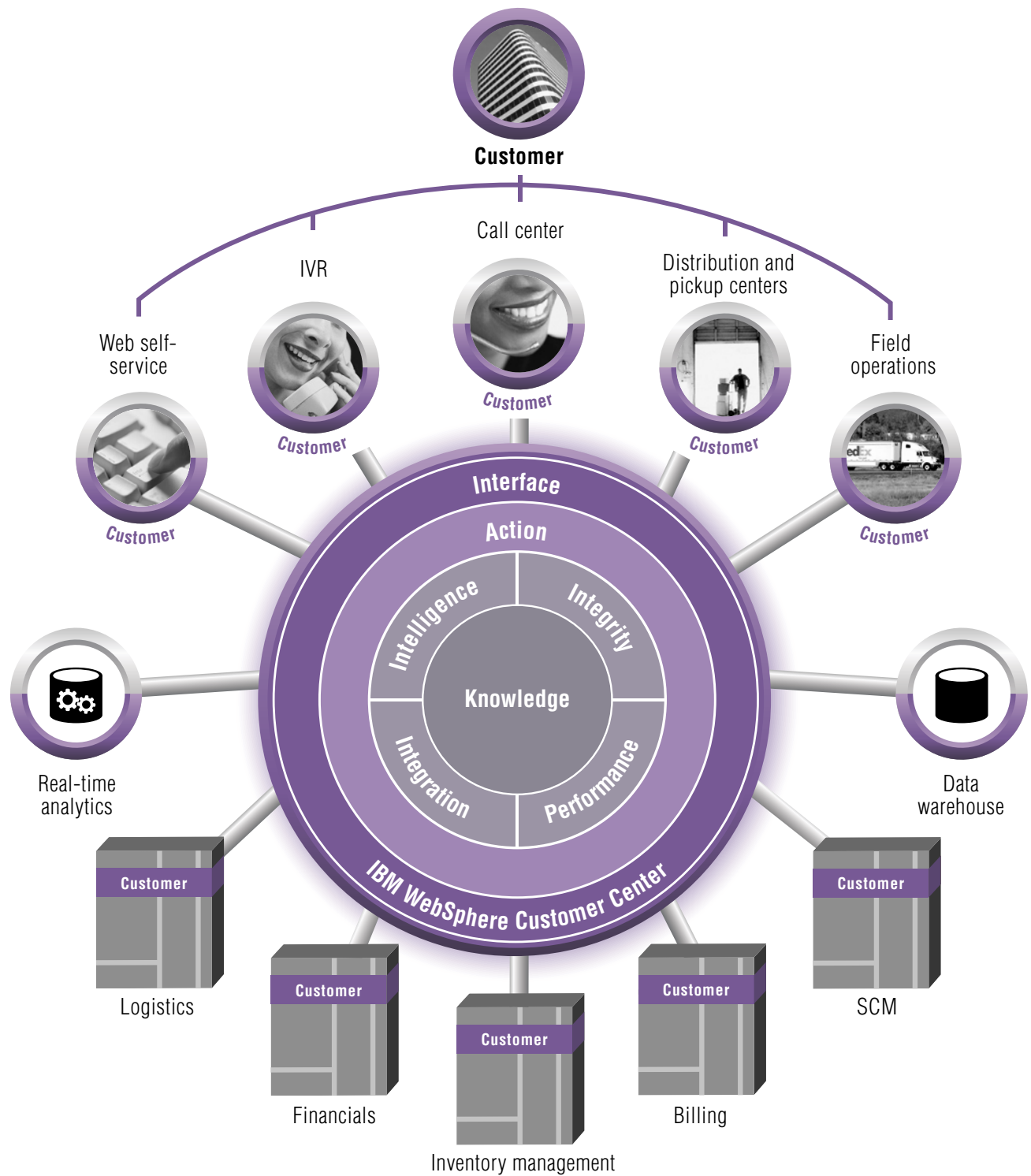
Improve multichannel integration

WebSphere Customer Center improves customer service and retention by integrating unified customer knowledge (the authoritative customer view) and

business processes (for example, customer identification) with key channels such as the field offices, call centers, interactive voice response (IVR) and Internet systems. By sharing a common view of customers, their value profiles, their relationships and all previous interactions, you can provide consistent service across all channels to your most valuable customers.

Reduce merger and acquisition costs and time

You can integrate a newly acquired company's front- and back-office systems with the customer hub to provide them with a single customer view across both customer bases, while also reducing integration time and improving customer service and cross-selling efforts.



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 a viable 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, viable customer data. WebSphere Customer Center proactively identifies customer events and responds in real time, alerting other applications of the detected event.*
- *WebSphere Customer Center is an intelligent customer hub. It contains several preintegrated 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 into 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(SOA) 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

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