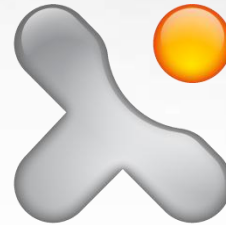


AVAYA

INTELLIGENT COMMUNICATIONS



T-IMPACT
THE PROCESS EXPERTS

Putting Communication at the Heart of your Business Process

Keith Stagner (CEO, T-Impact)

Rhodri Jenkins (Unified Communications, Avaya)

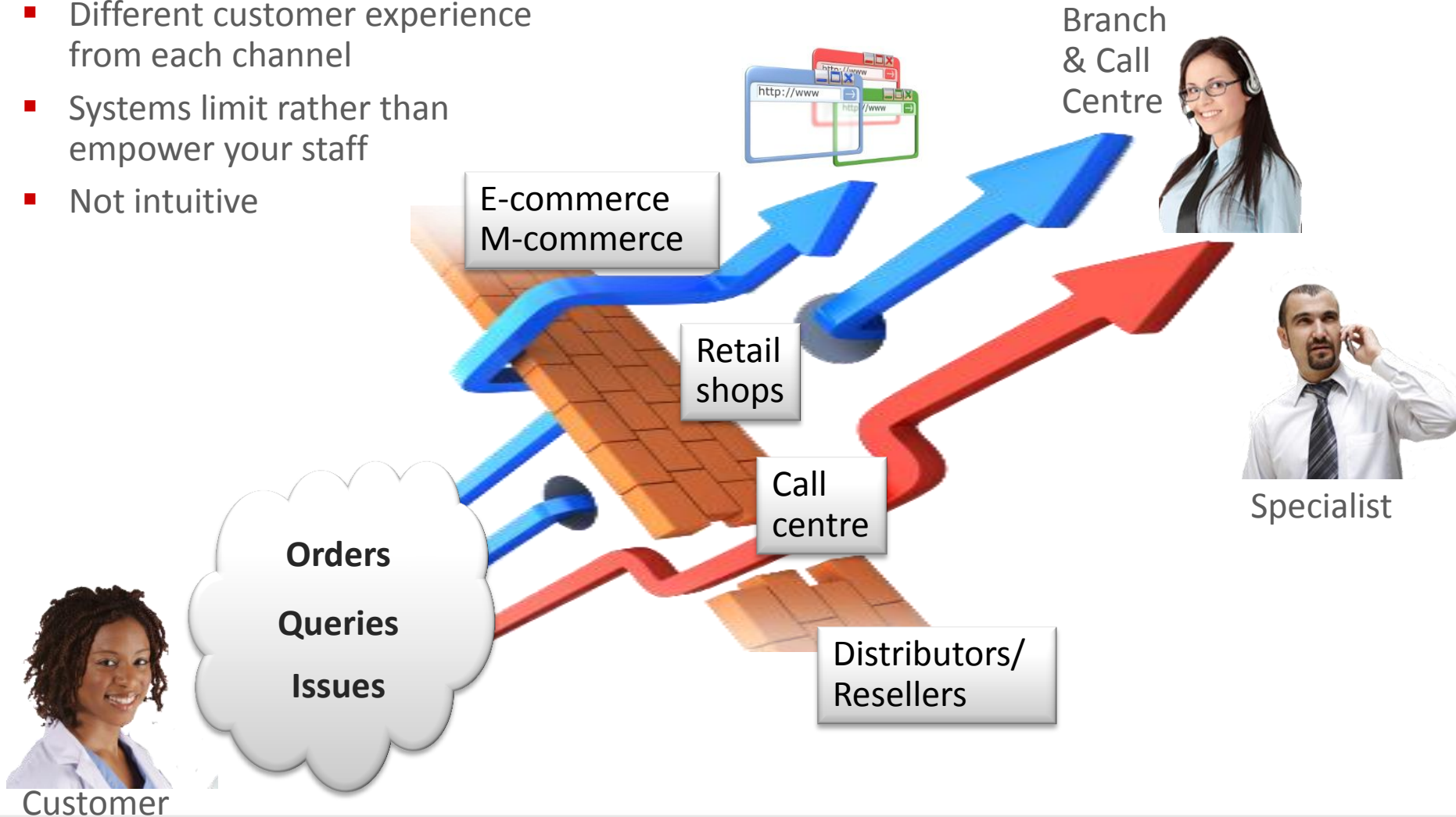
12 June 2012

What are we talking about?

- 1 Overview of BPM (using IBM BPM)
- 2 Introduction to CEBP (using Avaya ACE™ Technology)
- 3 Why is CEBP such an important step forward
- 4 Example Use Cases & Case Studies
- 5 Q & A

Are your systems creating barriers to customer communication?

- Different customer experience from each channel
- Systems limit rather than empower your staff
- Not intuitive



BPM can remove these barriers

Standardise customer experience across channels

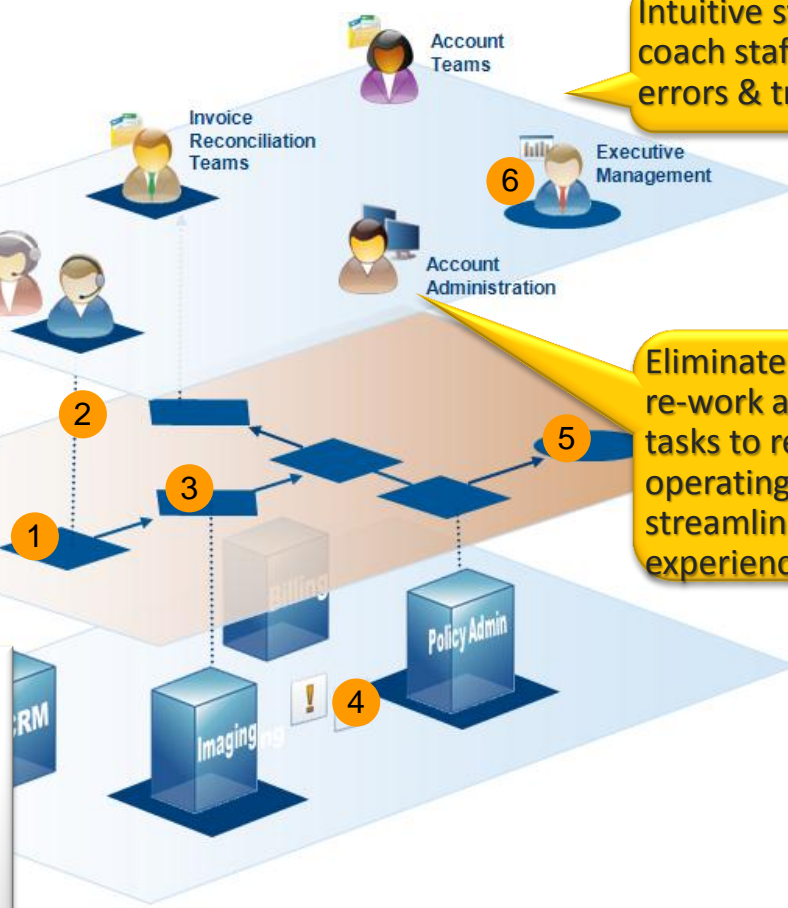
Focus on the customer rather than battling through systems

Provide insight into customer needs and reduce churn

Intuitive systems to coach staff, reducing errors & training costs

Eliminate bottlenecks, re-work and duplicate tasks to reduce operating costs and streamline customer experience

BPM



What does BPM do?

- 1 Prioritises & routes work automatically
- 2 Guides users through decisions
- 3 Standardises resolution across geographies
- 4 Leverages existing systems and data
- 5 Monitors for business events & initiates action
- 6 Real-time visibility & process control

... but BPM doesn't unify communications

Communication challenges not addressed by BPM

Major hassle to pull the team together for a **quick conference**

Can't business apps **notify you** when there's a process bottleneck?

Why do I have to **step away** from my application just to make a phone call?

Try finding the **right expert** in a company of 20,000 people with many working remotely

Wish I were **notified** of the shortage before the customer meeting



Introducing CEBP

(Communications Enabled Business Process)

Until now, BPM has been lacking the ability to **integrate real time communications**.

The only place where this has been attempted has been the Contact Centre, using CTI, with its inherent **major integration challenges**.

Recent technology advances* enable business applications to **integrate with communications through the BPM software layer**

T-Impact **Communication-Bridge**® combined with Avaya **ACE**® is now available to enable dynamic communication in any business process

ABI Research's latest study (with Wainhouse Research concurring) states that **The Global CEBP market size will rise to \$4.2BN by 2015**.

* SOA and web services combined with Communications applications such as Communication-Bridge, ACE and AURA,

CEBP provides unified human communication

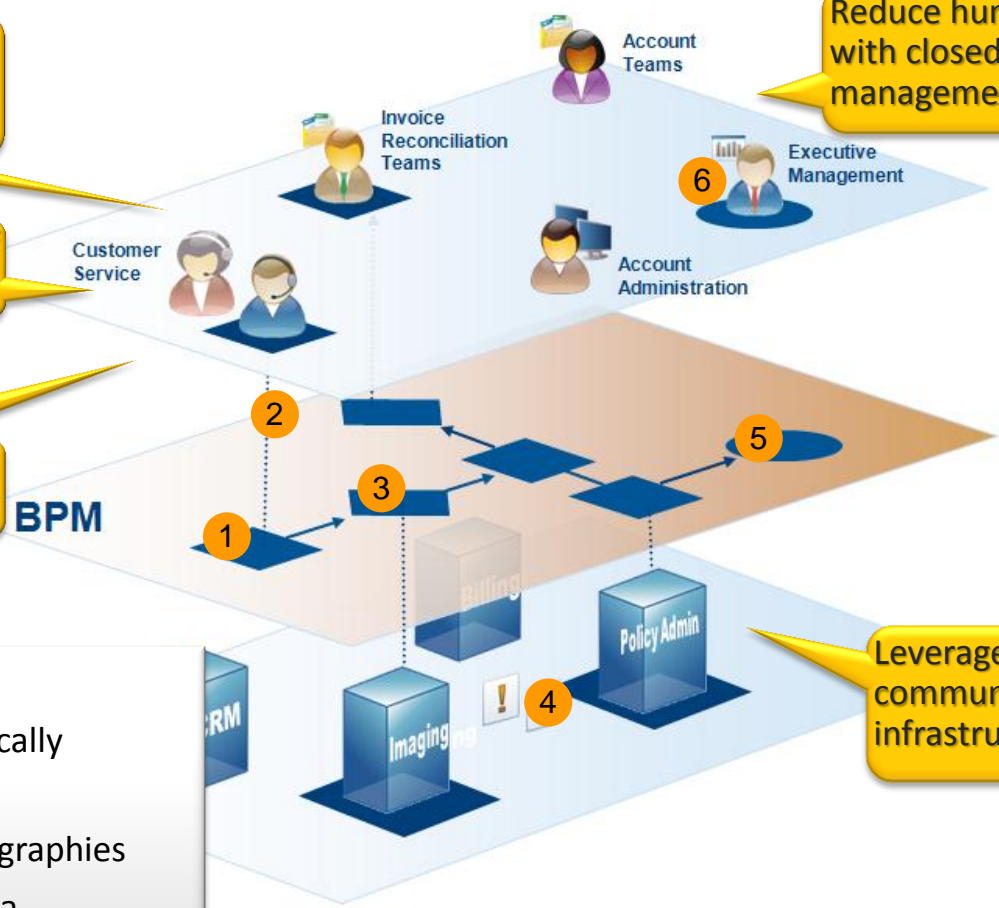
Initiates real time communications when targets are not met

Engages off line & remote staff – decisions & approvals

Standardises communication methods

Reduce human latency with closed-loop event management

Leverage existing communications infrastructure



BPM

CRM

Imaging

Policy Admin

What does BPM do?

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IBM BPM pulls it all together



BPM & CEBP is a business transformation

Process Driven Design

Ensures processes are designed correctly before automation begins.

5 key principles:

- Customer journey
- Process flow
- Process control
- Exception processing
- Visual management systems



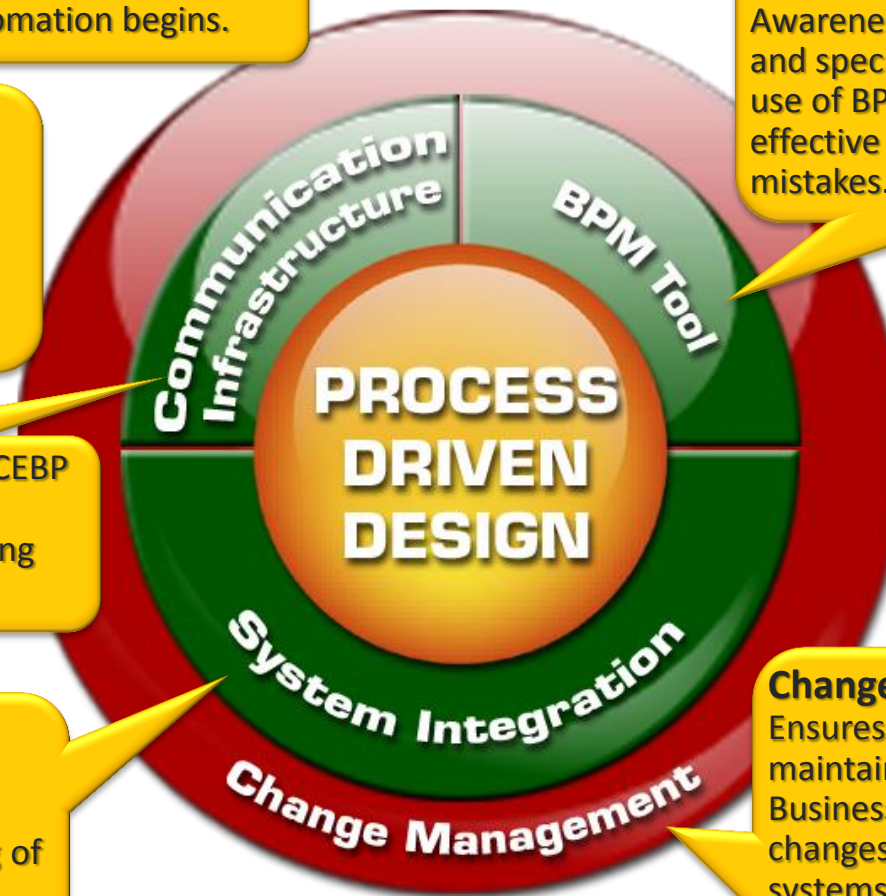
BPM tool knowledge

Awareness for everyone involved and specialists who make best use of BPM tools ensure an effective design avoiding costly mistakes.

Communication infrastructure CEBP makes effective use of existing communications infrastructure, adding capability only where required

System Integration

IBM BPM is the ultimate integration tool and integrates easily with any technology. A mature understanding of integration design patterns enables rapid, seamless integration.



Change Management

Ensures business engagement maintained throughout and Business is prepared for changes to measurement systems, staff responsibilities & approach.

How does this work in practice?

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Mortgage Processing Automation

- **Business Process: Mortgage Closure**
- **Goal: Decrease close time, increase close rate**
- Process Inefficiencies
 - Paperwork process is manually intensive
 - Time-sensitive dependencies on signatures, approvals delay process



- **CEBP Solution**
 - Automate and communications-enable the closure process with reminders, alerts, and notifications

Real Time Stock Consultation

- **Business Process: Stock Transaction**
- **Goal: Get past alerts – get to the expert**
- **Process Ineffectiveness**
 - Too many alerts, over-automation
 - How to bring in expert at right time
 - How to enhance brand



- **CEBP Solution**
 - Automate and communications-enable the stock-tracking process, enabling alerts, notifications, and on-demand broker consultations

Case Study

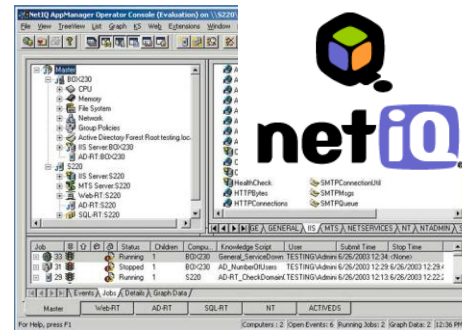
Improving IT Responsiveness to Reduce Downtime at European Bank

Environment

- ▶ European bank needs to reduce downtime for business critical service – voice
- ▶ Bank uses NetIQ for IT system, security, and performance management
 - Over 12,000 customers in 60 countries
- ▶ Bank looking for ways to enhance responsiveness to critical events

Solution

- ▶ Avaya ACE™ integrated with NetIQ IT system monitoring
 - Automated notification and conferencing
- ▶ Automated dispatching of IT support teams for immediate response
- ▶ Teams formed dynamically based on skills



Response Team



Results

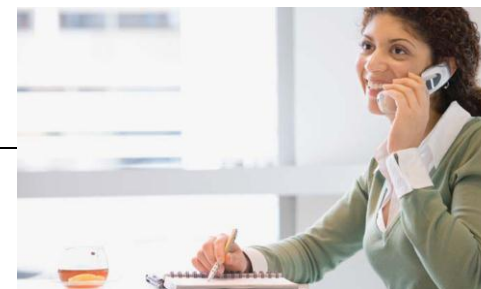
- ▶ Reduced downtime costs for voice of up to \$20K per minute
- ▶ Delays removed c50% improved response time for business critical outages
- ▶ More efficient use of IT support personnel

Case Study

Retaining High Value Financial Customers

Global Bank

“Hi, it’s Nancy. I wanted to drop you a quick note about...”



Environment

- ▶ Clients require timely market updates
- ▶ Personalized service key to client retention
- ▶ Traders and advisors need more efficient communication with clients
- ▶ Avaya for voice, CRM system for client interactions

Solution

- ▶ Avaya ACE™ integrates with CRM
- ▶ Traders click-to-dial clients within CRM system and use phone, turret, or preferred device
- ▶ Avaya ACE drops pre-recorded, personalized voice messages or high volume updates to clients
- ▶ Message storage for regulatory compliance
- ▶ Approvals through BPM

Results

- ▶ **Reduced latency and protected investment in existing business application**
- ▶ **5% improved client retention due to personalized and timely market updates**
- ▶ **1 hour/day or \$13K/year increase in productivity per trader from click-to-call and message record, drop, and blast capabilities c\$56M pa**
- ▶ **Enhanced regulatory compliance**

Case Study

Breaking down barriers to customer communications First CEBP product to market

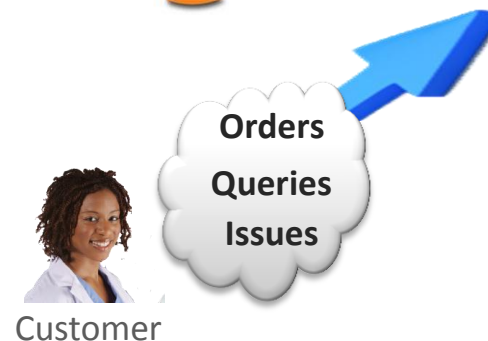


Environment

- ▶ Hand offs and delays addressing customer queries & issues
- ▶ Order started on line can't be completed by call centre & branch staff, duplicating effort
- ▶ Complexity of marketing & IT systems increase training costs for high churn staff
- ▶ Decisions needed from staff who are not online

Solution

- ▶ Avaya ACE™ & Unified Communications integrated with IBM BPM & T-Impact Communications Bridge
- ▶ System turns agents into experts, reducing hand offs and training costs
- ▶ All channels execute same process, same customer journey in store, online and via call centre
- ▶ System finds next available decision maker, even when off line



Results

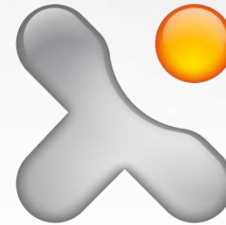
- ▶ Enhance First Time resolution by 9%
- ▶ Reduce Average Handling Time by 10%
- ▶ Reduce customer service training and recruitment costs by 30%
- ▶ Better customer service improves loyalty and reduces churn

Your turn to talk...

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THANK YOU

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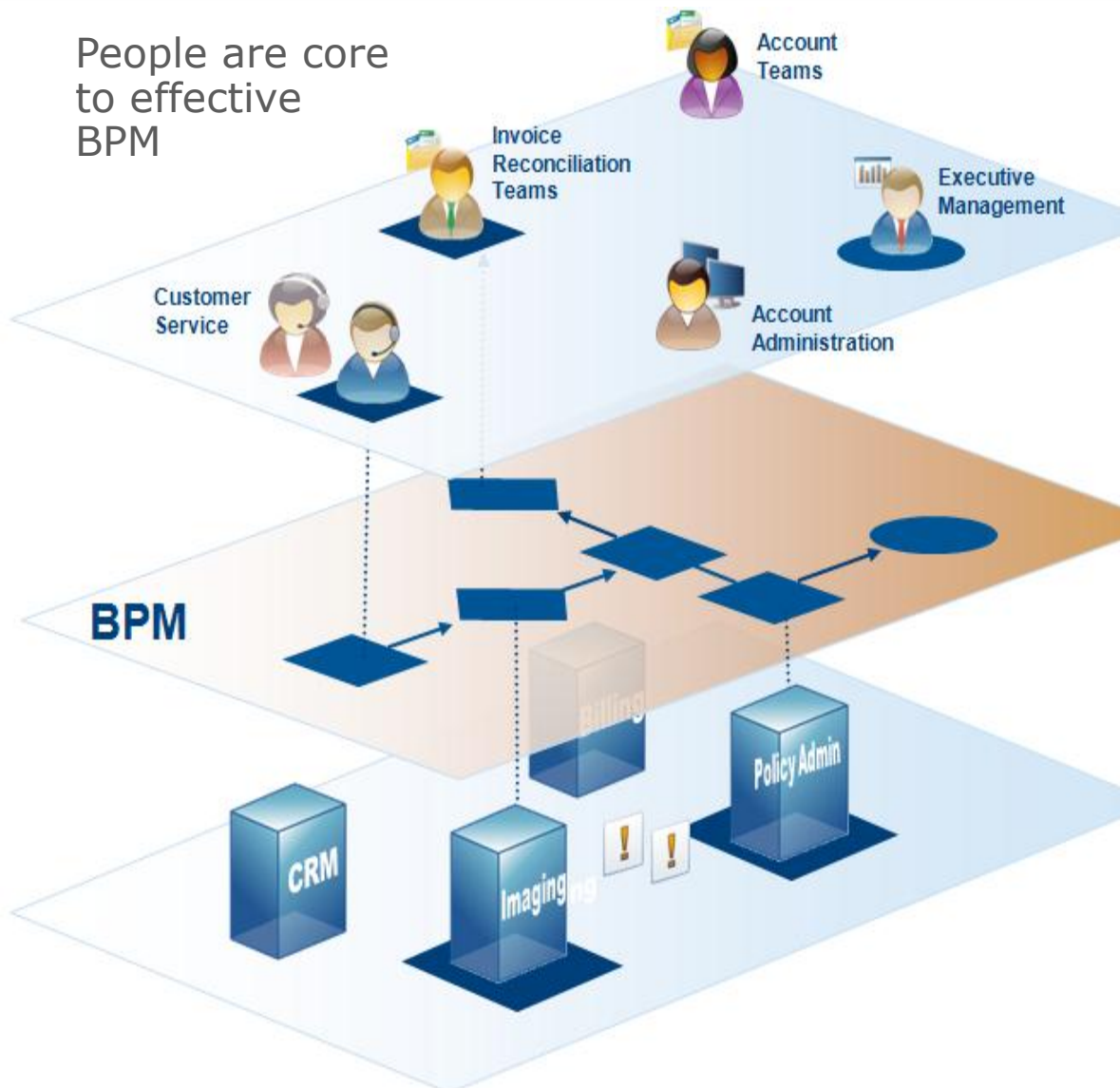
  <https://twitter.com/#!/timpactbpm>

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CEBP Pro-actively Minimises Human Latency

People are core to effective BPM



What does BPM with CEBP do ?

1. Prioritises & routes work automatically
- and initiates real time communications when pre-set targets are not met
2. Guides users through decisions
- no matter where they are
3. Standardises resolution across geographies
- and communication methods
4. Leverages existing systems and data
- and communications infrastructure
5. Monitors for business events and initiates action
- using closed-loop real time comms
6. Real-time visibility & process control – communicated across the business