Improve Customer Support and Service
Create an integrated view of your customers

An Integrated Business Use Case

Executive Summary:

Many companies "lack transparency into, and integration with, all the various departments that interact with customers, including back-office functions such as marketing and sales"[1]

➢ Integrate customer information across your organization including sales, marketing and customer support
➢ Increase customer visibility across your organization
➢ Improve customer satisfaction, retention and spend

Challenges:

➢ Lack of integration across the organization of customer information, relationships and interactions.
➢ Slow response to customers because necessary information is spread across multiple applications
➢ Reduced customer satisfaction caused by complex customer support processes

"…more than 95% of the customer data of a business enterprise is unstructured and it is a text-based format usually from emails, Social Media pages, and free-form text survey questions.." [2]

1. McKinsey, The future of customer experience: Personalized, white-glove service for all.
2. Corporate Renaissance Group, 3 Steps to Improve Forecasting Accuracy

www.anintegratedbusiness.com

# Helping Clients Become an Integrated Business

Improve Customer Insight:

- Create an end-to-end view of the customer experience, requirements and potential issues.
- Improve cross organization synergy by linking customer information across business, marketing and support systems.
- Improve Customer loyalty, with personalized interactions.

"What sets your brand apart? Here's a hint: It's not your product or service. It's the experience you create for consumers"[1]

Improve Customer Support:

- Improve customer sat scores by prompt and accurate customer sales and support responses.
- Enable all organizations to become customer advocates to improve customer retention and increase sales.
- Streamline customer support processes through Integrated access between customer applications

"Maximizing satisfaction with customer journeys has the potential of lowering the cost of serving B2B customers by as much as 20 percent." [4]
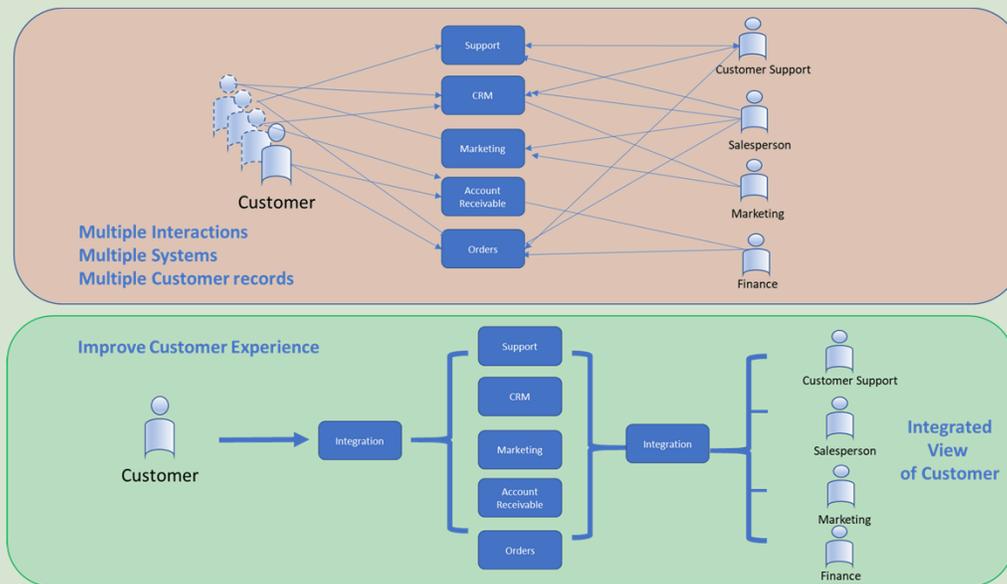
Get started with an "Integration Business Requirements Workshop" with us and your business and IT teams.

1. Forbes, Organizational Success Starts With An Integrated Customer Experience Model
2. Corporate Renaissance Group, 3 Steps to Improve Forecasting Accuracy

www.anintegratedbusiness.com

Silver Business Partner

IBM.