The Benefits of an SOA in the Contact Center

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Today’s Contact Center is challenged

• Your end customers are driving contact center change

• Customers want a consistent experience across many channels, available on demand.

• Contact centers are pressured to:
  ▪ Improve customer service and retention
  ▪ Increase cost efficiency
  ▪ Generate revenue by up/cross-selling

• But have limited ability to respond due to:
  ▪ Insufficient visibility to customer interactions across different channels
  ▪ Minimal integration between contact center and applications across the business
  ▪ Lack of customer insight in order to intelligently apply resources
  ▪ High costs of deploying new applications
Demands On The IT Organization Continue

“We care most about applying new technology to develop new products and services. The main characteristic of our industry is fast change, so it depends upon who can develop new products and services quickly. If that cannot be ensured, then it is impossible to survive in this industry.”

Source: IBM Business Consulting Services, The Global CEO Study 2004

<table>
<thead>
<tr>
<th>Business Challenges</th>
<th>IT Imperatives</th>
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<td>Increase the speed of business changes</td>
<td>Become a more responsive IT organization to quickly adapt to changing business priorities</td>
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<tr>
<td>Improve business efficiency and performance</td>
<td>Align IT more tightly with business strategies in a cost effective manner</td>
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<td>Protect the privacy and security of critical information assets</td>
<td>Provide a secure and managed integration environment</td>
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SOA helps deliver the seamless customer experience…

*Businesses need tightly integrated channels and touchpoints*

- Single view of the customer
- Customers have single view of your business
- Consistent delivery of service and information
- Continuous state of interaction with each customer
- Internal alignment; harmonized assets and processes across the value chain

...there’s a need for **flexible integration** and a **common platform**
A Service Oriented Architecture (SOA) is Key

The flexibility to treat elements of business processes and the underlying IT infrastructure as secure, standardized components (services) that can be reused and combined to address changing business priorities.

Services are the building blocks

- Packaging business functions from new and existing applications in a simple and standardized way creates services that are available for use
- Services are used to help get the right information to the right people at the right time
- Services can be reused and combined to deploy composite applications to address new opportunities
- Increasing use of contact channel (data and speech) services based on open standards complements existing services technology
### The Contact Center Foundation: Service Oriented Architecture

<table>
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<tr>
<th>Componentized</th>
<th>Standardized services interfaces for applications and resources</th>
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<tr>
<td>Interoperable</td>
<td>Easy information exchange between applications and/or resources</td>
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<tr>
<td>Modular</td>
<td>Mix and match, add or remove, business processes and infrastructure</td>
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<tr>
<td>Scaleable</td>
<td>Start with what you have and add additional resources as needed</td>
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SOA Example
Case Study: Customer call, line of credit increase
Business Flexibility in Action: Contact Center

Case Study: Customer call, line of credit increase

Customer

Bank

.....asks for line of credit increase

...browser-based approvals
Business Flexibility in Action: Contact Center

Case Study: Customer call, line of credit increase

...Shared Service: Loan app, Exception handling, Risk Mgmt
Business Flexibility in Action: Contact Center

Case Study: Customer call, line of credit increase

Credit check and app verification handled through Bank 2
Business Flexibility in Action: Contact Center

Case Study: Customer call, line of credit increase
Business Flexibility in Action: Contact Center

Case Study: Customer call, line of credit increase

Customer

Bank

Shared Service

Bank 2 – “Supplier”

Outsourced

Loan fulfillment is outsourced
The Keystone: Technology Aligned with Business Objectives Can Pave the Way for Business Flexibility in the Contact Center
Advantages of Contact Centers leveraging SOAs

Realizing the benefits of an SOA enterprise

1. Create an on demand contact center and react with flexibility to market changes such as:
   - New marketing programs, customer demands, competitive threats, process changes, and government regulations

2. Start small and add services as business needs dictate

3. Take everyday applications/resources and break them down into individual business functions and processes, or services
   - Use a standard interface to manage these services
   - Exchange structured information
   - Treat business processes and infrastructure as defined components that can be mixed and matched