OpenText Assure for Customer Service

Transform your business with Assure

Enhance your Customer Service capabilities by adding prescriptive response paths, intuitive self-service offerings, automated correspondence, performance reporting, multi-system data integration, change management and case load reduction capabilities. The OpenText smart process applications for Customer Service provides an elegant front-end to your existing systems, replaces paper-based processes, and provides intuitive and innovative new user experiences in place of aging software interfaces.

▸ Improve the customer experience by providing an easy and consistent way to request services, check on statuses, and/or be notified throughout the process.

▸ Reduce costs through efficient management of case work and metric-driven justification for process improvements.

▸ Offer intuitive dashboards and reporting to help business leaders make better decisions based on real-time information and historical trends.

▸ Reduce business risk with a flexible solution that provides consistent execution and helpful guardrails.

▸ Continually improve the customer experience at the pace of business while significantly reducing the reliance on IT.

web portal
e-mail
mobile
self-service
case
management
survey
knowledge
management
dashboards
smart
forms
correspondence
automation
business
insight
analytics
re-organisation

Customer Services Strategy

OpenText Assure can help your organization transform Customer Service. Assure helps you move from reactive request-responses to improving customer satisfaction and delivering innovative new services. This smart process application from OpenText can also support the evolution of your Customer Service operations from a cost center to strategy center. With Assure for Customer Service, you can deliver innovative new services at the pace required by today's fast changing environments, while improving customers and brand loyalty.

▸ Deliver the right outcomes
▸ Get better visibility of customer service activities
▸ Innovate and meet evolving needs of the organization
▸ Change internal perceptions and behaviors
▸ Rapidly implement new initiatives and customer service strategies

Key aspects of process governance are efficiently applied through the process framework in Assure, including:

▸ Information security
▸ Costing and financial management of customer service activities
▸ Supplier management

Collaborative Case Management

Customer Service team members can access Assure via web or mobile applications to view assigned work and active cases. Assure supports team effectiveness and collaboration through:

▸ Structured and unstructured processes for case handling
▸ Automated tracking, categorization, and routing to knowledge experts
▸ Advanced knowledge management
▸ Dynamic, multichannel document composition, management and delivery
▸ Rules-based escalation supporting service level agreements and critical situations
▸ Up-to-date inventory of team member skill and expertise profiles
▸ Integrated access to information in other business systems such as ERP, ECM, and CRM

Personalized Customer Service

The Assure self-service capability provides each customer with the ability to view personalized information, make requests and report mistakes or errors. The secure self-service capabilities are available via any web portal or smart mobile device. With the self-service portal, customers can:

▸ **Track** the progress of requests
▸ **Access** support and product documentation
▸ **Search** for information and services
▸ **Provide** feedback via survey forms
▸ **Receive** notifications

In addition to the web and mobile self-service, Assure supports communication via email, chat, and telephony integration.

The ability to integrate and process information from other business systems allows Assure to personalize each customer's self-service experience making your services more accessible and relevant.

Assure can help you automate and improve services to customers, partners, and suppliers including:

▸ Arrange to return a purchase
▸ Request a refund
▸ Provide feedback
▸ Check delivery status
▸ Schedule a repair or swap-out home visit
▸ Find a store
▸ Download product information or instructions
▸ Find retailer information
▸ Change a delivery time
▸ Check a warranty or product insurance
▸ Track an order or delivery
▸ Check order status
▸ Complete a Customer Survey
▸ Register for news and special offers
▸ Report by business account
▸ View business account status
▸ Handle a complaint

Analytics and Reports

Assure provides better metrics for decision makers:

▸ Productivity: understand your team workload and assign activities using live dashboards
▸ Insight: identify issues related to activities, procedures, team members or cases via clear reports
▸ Performance: measure the requests for customer services and the outcomes delivered

The metrics provided by the solution also allow executives to track the improvements resulting from their investments.

Orchestrating Customer Services

Managers can view staff work loads, re-assign work between individuals, and schedule activities in calendars in Assure.

▸ Inbound requests can be automatically assigned, based on skills or workload.
▸ Requests can be assigned a target time for response and/or resolution, which will trigger a warning to both the assigned team member and the manager.
▸ Case handling metrics provide information on staff productivity and an insight to where training, knowledge or process changes may improve effectiveness.
▸ Formal processes for handling customer requests, incidents, and change requests ensure adherence to best practice.
▸ Audit trails are available for supporting investigations and improving regulatory compliance.

Case Load Reduction

Assure reduces case loads through a clear process to identify high activity times, delays and errors. Customer Service organizations using Assure can monitor all processes and activities, report on inefficiencies and systemic problems, and provide clarity to where improvements can be made. By identifying the root cause of problems in service delivery, Assure enables the executives in charge of Customer Service operations to focus investment where it will have the greatest impact.

Enhance Your Services

New processes supporting Customer Service can be rapidly created -- without software development skills -- within hours. By combining well-structured foundation modules with pre-built components, Assure's application factory approach allows a manager or analyst to easily build a new process. Alternatively, an existing process can be used as a template and modified to better suit the business needs across Customer Service as well as other parts of the organization. For all but deep integration with other business systems, Assure removes the external dependency on technical services for process innovation.

Integrating Information

While the core Customer Service processes may be automated across one or more systems, there are still a lot of manual workarounds that make it difficult to link information and processes across departments leading to poor customer experiences and missed business goals. Leading organizations are taking advantage of Assure's underlying business process management platform to quickly integrate data, information, content, and knowledge and to surface it in a common work and customer experience. Assure's underlying BPM platform enables organizations to break down the silos created by aging transactional and inflexible packaged applications to reveal a consolidated view of the customer and services provided to them.
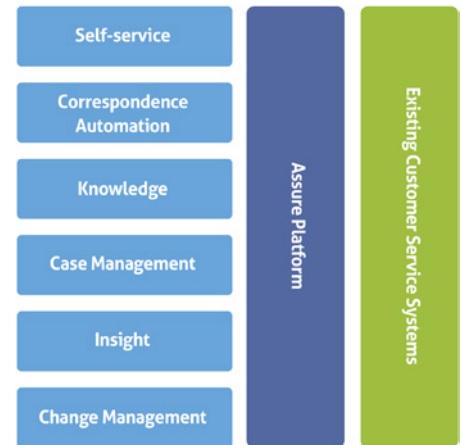
Business Customers

The sophisticated service management capabilities offered by Assure support the management of business customers, the consistent application of specific commercial arrangements for each organization and the provision of appropriate services for each buyer, user, or customer profile within that organization.

Deployed in 30 Days

A basic Assure solution can be deployed in as little as 30 days and on-going support for Assure solutions is provided by our global support and services team.

Seven reasons to choose Assure:

▸ Personalized self-service for customers

▸ Effective working environment for the customer services team

▸ Advanced analytics and reporting

▸ Innovative services delivered by the business without requiring IT skills

▸ Reduced case and work loads

▸ Designed for continuous, rapid change without impacting the application's integrity

▸ Rapid deployments

Self-service · Correspondence Automation · Knowledge · Case Management · Insight · Change Management · Assure Platform · Existing Customer Service Systems

Extraordinary Service Management

Our Assure platform is built around enterprise-grade BPM, providing scalability and flexibility. This strong platform allows us to focus on creating great business solutions and delivering support and consultancy services to ensure client success.

Our out-of-the-box solutions provide immediate value, and can be easily extended to accommodate market innovations, disruptive technologies and expanding business needs.

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