Customer Value Management (CVM) and Business Optimization – Improve Processes in Minutes to Gain Market Share!

In the convergent marketplace, the rules are changing daily. To promote and support bundled products across business lines requires a 360° view of your customers – and your contact center operations. At the same time, you need to reduce costs and increase profit margins. That means gaining control over enterprise processes, so your business systems support your business plan. To meet these challenges, you must integrate a maze of old and new solutions – many designed to perform yesterday's functions. But custom integration projects inhibit time to market and create new bottlenecks. How can you benefit from 21st century technologies while protecting your TCO – *and* your bottom line?

Performance-proven CVM Business Optimization Solutions embed process "intelligence" across your multi-channel operations and locations. Powered by AWD™ Automated Work Distributor, one of the most advanced customer contact and business process management (BPM) systems available, CVM Solutions let you manage your business with improved efficiency and quality, while strengthening customer relationships.

CVM Solutions build upon a CVM/Contact-powered contact center to create a consistent, accessible view of each subscriber across your enterprise. To leverage this view, CVM provides a flexible, component-based architecture that allows your legacy systems and our robust solutions to collaborate – sharing critical processes and data. With industry-leading BPM and XML integration tools, we optimize these systems by opening them to new mechanisms for communicating with customers – and with each other – *when* and *where* it's needed.

Grow Revenue Streams and Customer Value While Decreasing Costs

With CVM Business Optimization Solutions, you create a single, customizable portal to all the information CSRs need to maximize productivity – and revenue – on every call. Beginning with CVM/Contact, you build value across the customer's lifetime, while improving ARPU. Here are some of the many capabilities CVM delivers:

> Leverage a 360° view of every customer by integrating your sales and service channels with your front- and back-office systems – enhancing efficiency and customer satisfaction.

> Consolidate or integrate contact centers without increasing staffing levels – streamlining processes and reducing overhead.

> Complete requests in a single call via seamless integration with computer telephony integration (CTI), intelligent call routing, digital call recording, and line-of-business systems.

> Launch new products, up-sell, cross-sell and "close" with maximum efficiency using automatic, customized scripting – and real-time integration with DST's Portfolio Management Solutions.

> Automate tasks, design workflows and optimize processes to accelerate throughput and standardize best practices.

> Capture and convert customer transactions via phone, e-mail, fax, and letter for easy access and 1-on-1 marketing and personalized customer service.

> Assign calls or tasks based on your requirements, including routing higher-tier customers to more experienced CSRs or sending non-pay customers directly to Collections.

> Manage employees more effectively using CVM's workflow data and robust reporting capabilities, including volume, status, quality, individual and group productivity.

Optimize Your Business Processes and Execute on Your Business Plan

Powerful CVM rules engines and BPM tools place operational control of business outcomes *back* in your hands. In minutes, you can apply BPM when and where it's needed – the applications are virtually limitless. Here are just a few examples of how CVM Solutions drive customer value and revenue opportunities, while reducing risk and TCO.

› Apply powerful rules-based workflow and business process management capabilities in minutes – improving speed, efficiency, quality, and reliability of interactions and transactions.

› Respond quickly to market or internal business drivers through targeted use of BPM without impacting surrounding systems, for example, a customer call may become a data-gathering function.

› Accelerate sales and service cycles with straight-through processing – from order management, through activation and target configuration – reducing calls, truck rolls, *and* time to revenue.

› Automatically transfer customer transactions to appropriate individuals, work areas, or systems for processing – reducing rework, while improving quality of service and customer satisfaction.

› Manage revenue-intensive processes across systems and databases, improving accuracy, consistency, reporting, and "treatment of non-pay" business functions.

› Leverage CVM Business Optimization technologies to evolve current systems to support new and/or improved business processes as your business grows.

Business Optimization Planning and Components

To ensure DST delivers value-based solutions to your business problems, we provide an in-depth business analysis of your systems and processes to identify the most effective combination of components and technologies, including our next-generation, convergent customer management and billing solutions. You can implement an enterprise-wide solution or leverage current CRM investments and integrate the components that best meet your evolving business needs.

About AWD

Developed by DST Systems to drive profitability in its customer service outsourcing operations, AWD was introduced to the general marketplace in 1991. Today, with more than 100,000 seats in production, AWD is a leading customer care and business process management solution across the broadband, financial services, healthcare, and insurance industries. *KMWorld Magazine* recognized DST for leadership in BPM by naming AWD Trend-Setting Product of 2003. In 2004, Gartner, Inc., a leading industry research and advisory firm, recognized DST as a Leader in the Magic Quadrant for Pure-Play BPM.

AWD/Contact™ comes pre-built with all components needed for a complete call center user interface. Contact history and basic demographic information are instantly accessible from the AWD database. AWD/Voice is pre-integrated, enabling call recording and archiving. With Contact, you can dramatically improve first-call resolution and reduce callbacks by instantaneously accessing your data and managing all communication channels throughout your systems.

AWD/Knowledge Enabler™ provides powerful features to automate desktop tasks and graphical tools to simplify the setup and task navigation processes. It automatically guides the user through the steps necessary to process an item of work, which improves order accuracy.

AWD/NetServer™ extends the functionality of AWD to the Internet and intranets to ease access for remote users, third-party vendors, and call center agents.

AWD/ST™ is a self-contained automation server with a transaction-processing rules engine that provides straight-through processing, improving user and business efficiencies.

AWD/RIP® automatically accepts various forms of inbound electronic data and indexes the data for workflow, reducing manual input and increasing accuracy.

AWD/Voice® integrates with leading call recording systems for digital record and playback to enhance user training and automate quality control processes.

EnCorr® is a client correspondence system that interfaces with all standard word processing applications to automatically generate corporate templates for paper or electronic letters from workflow.

AWD/Scan® performs scan, capture, and archival functions of paper-based documents for easy electronic retrieval throughout your customer management system.

AWD/ICR® reads selected data from scanned forms and automatically populates AWD indexes and line-of-business systems, reducing data entry and improving data accuracy.

For more information regarding DST Innovis Customer Value Management Solutions, please contact a DST Innovis sales representative.

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