

E-dimension of Customer Service

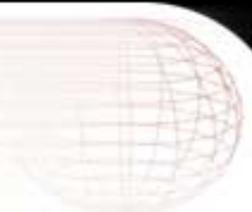
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Agenda

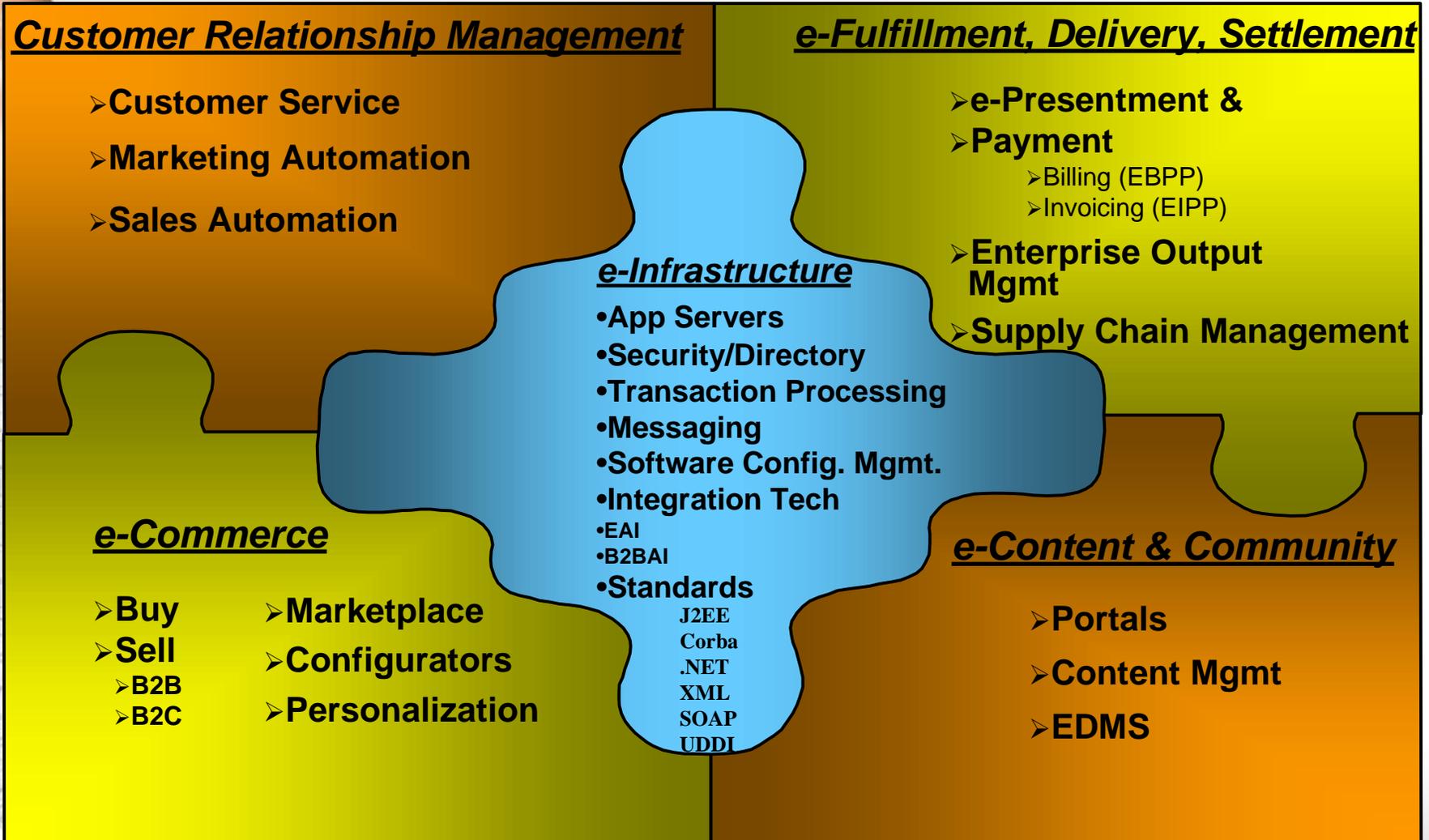
- 1) Introduction
- 2) Defining CRM
- 3) Research Findings
- 4) Trends and Predictions

Corporate Introduction



- Independent Research and Consulting Firm
 - Founded in 1993, based in Chicago
 - Tightly Focused Emerging Technologies Practice
 - Commerce, Content, Fulfillment, Infrastructure
 - The “Consumer Reports” of eBusiness
 - Hands-on Solution Benchmarking
 - Our research is distributed through InformationWeek, Forrester Research, and 22 different sites, journals and trade associations
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Doculabs Research Areas- 2001





Defining CRM

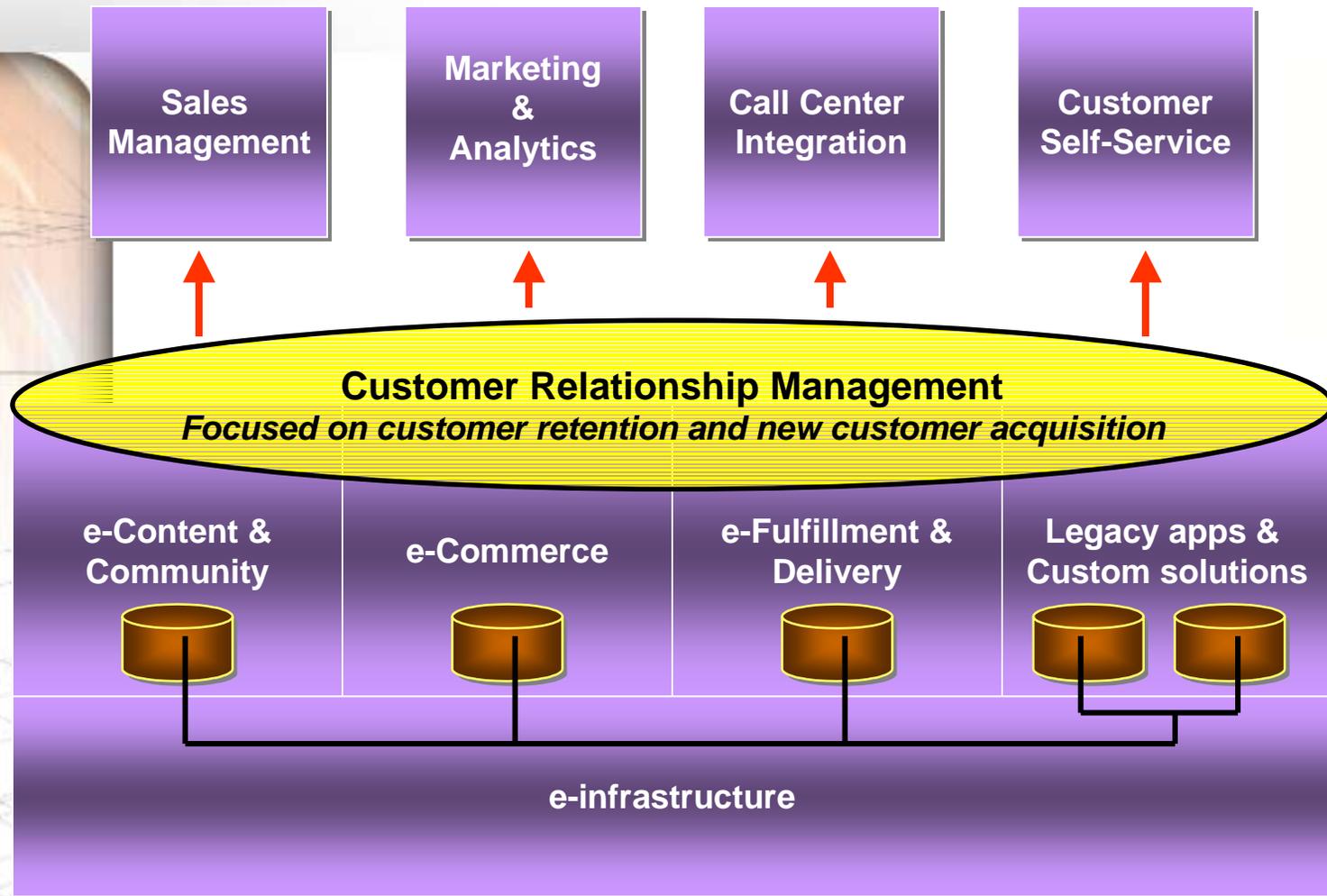
Defining CRM

A comprehensive approach that integrates

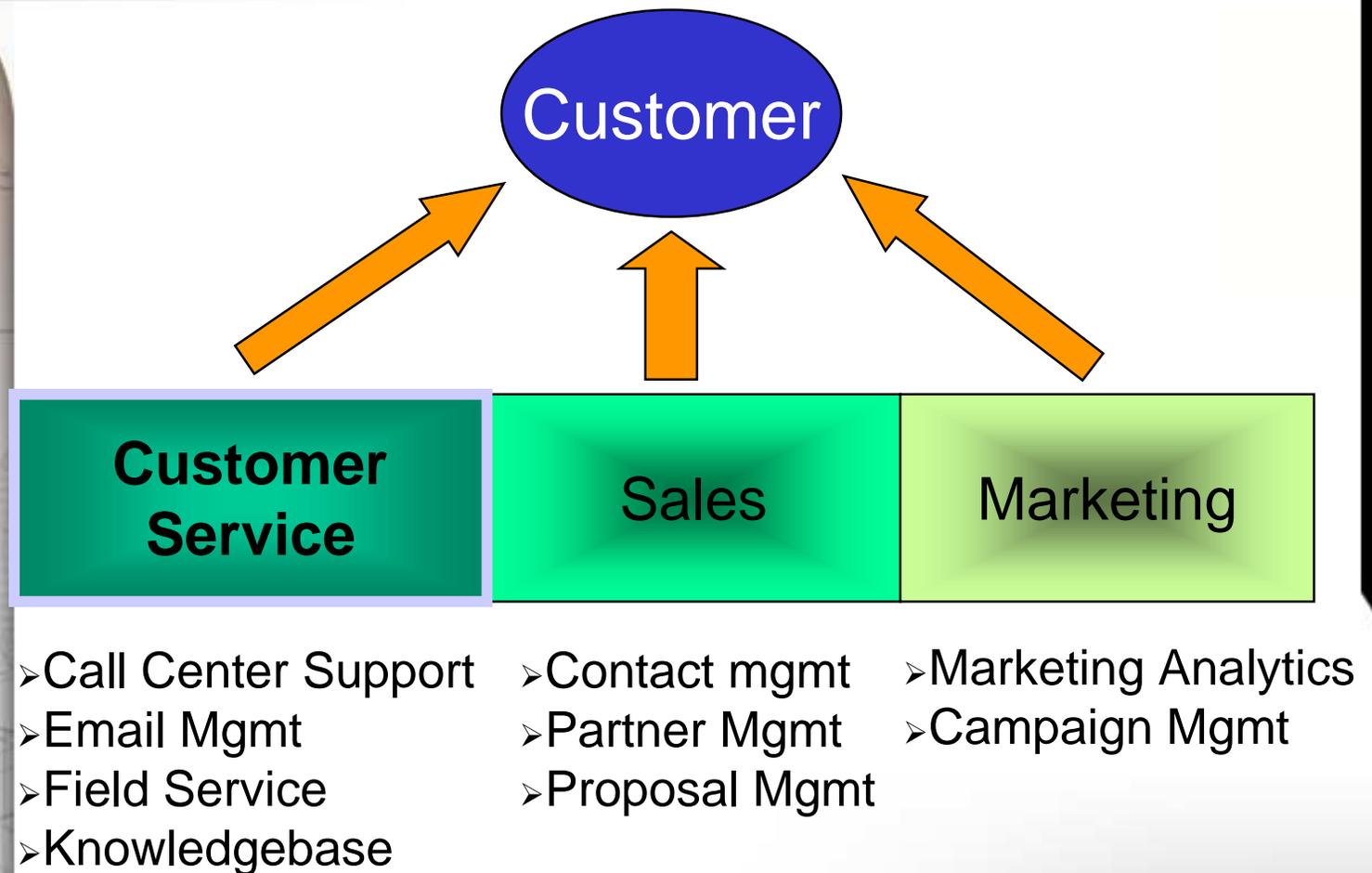
- *people,*
- *process* and
- *technology*

of every area of the business that touches the customer – customer service, sales, and marketing

eBusiness Building Blocks



Segmenting the CRM Market



Market Requirements for CRM



Key Application Components

Channel Support

- Fax
 - Phone
 - Email
 - Chat
 - Wireless
 - VOIP
 - Direct
- Content

- Multiple Channels
- Business rules
- Routing
- Knowledgebase

Process Management

Customer Service

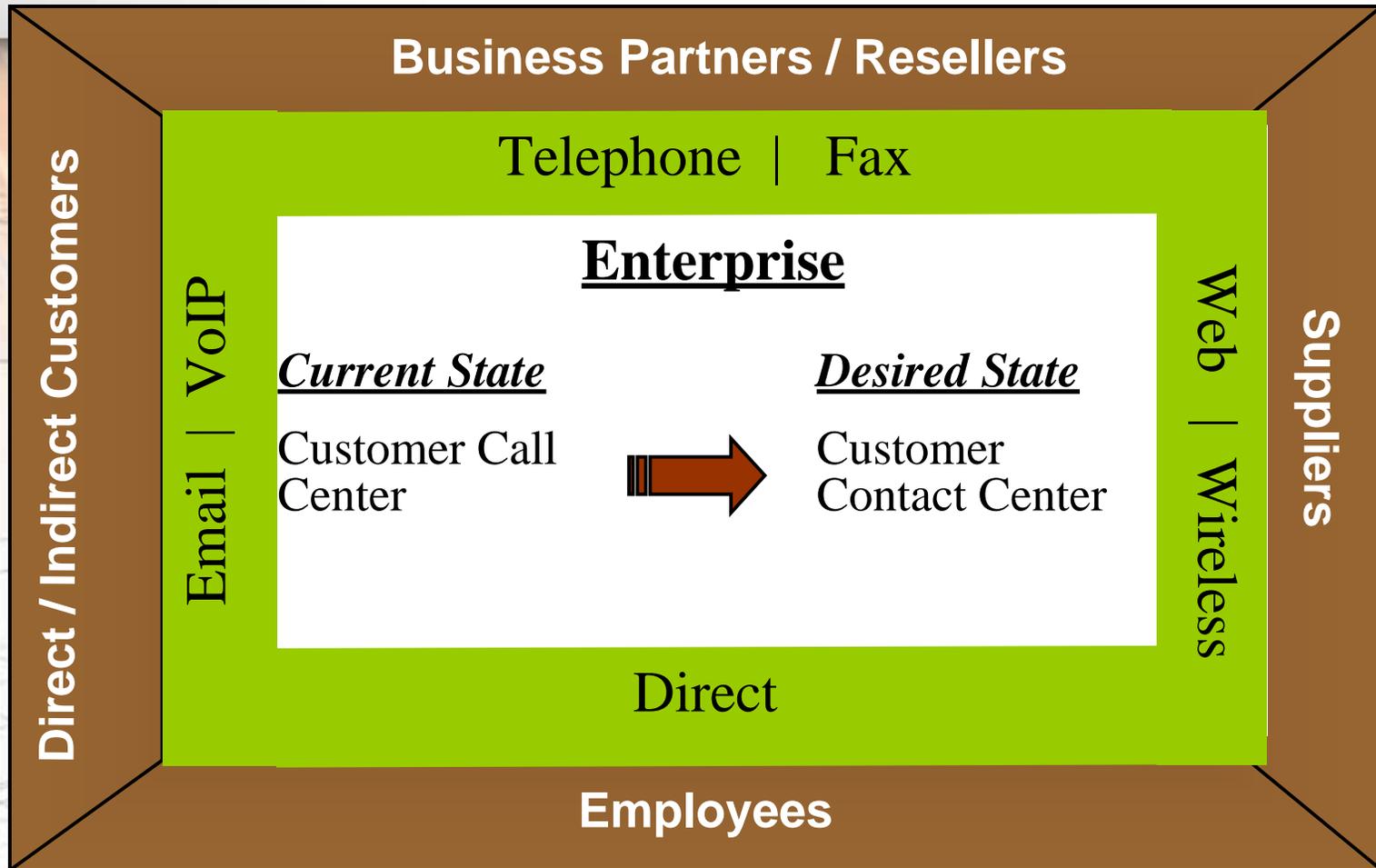
Administration

- User Setup
- Capacity Management
- Workload Balancing
- Monitoring
- Reporting

- Performance
- Reliability
- Security
- Integration

Architecture

Reality-Based Business Scenario





Research Findings

Major Findings



- 1) Progress in support of non-traditional **channels**
- 2) Focused on the **transaction** side of customer service
- 3) Limited **extended** enterprise support
- 4) Slow pace of open **standards** support

Doculabs' CRM Radar-Screen

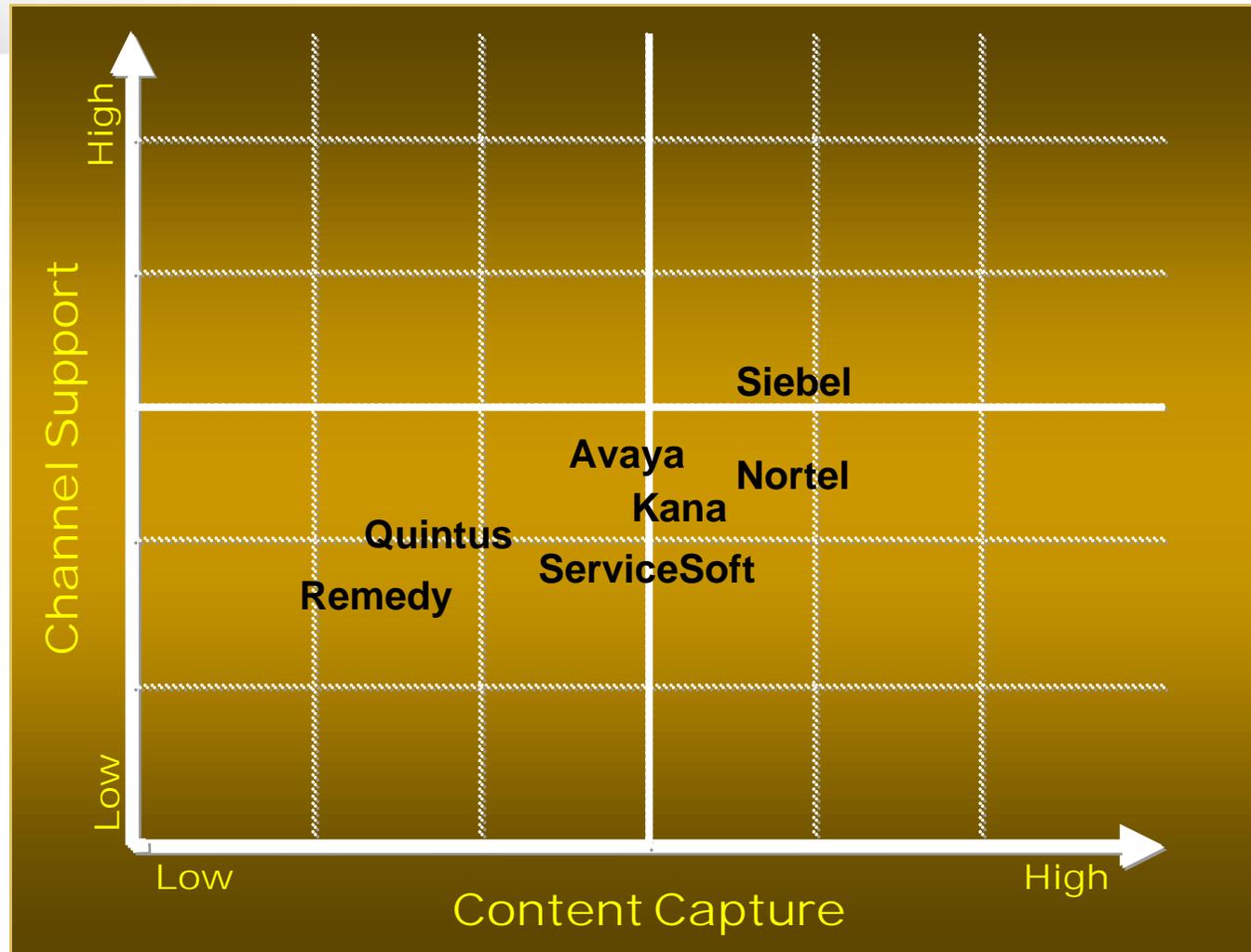
- Applix
- Aspect
- **Avaya**
- Broadbase
- Cisco
- Delano
- eGain
- E.piphany
- Harte-Hanks
- **Kana**
- **Nortel**
- Onyx
- Oracle
- PeopleSoft
- Pivotal
- **Quintus**
- **Remedy**
- **Servicesoft**
- **Siebel**
- Talsima
- Trilogy

 Current Study Participant

Considerations for Channel Support & Content Capture

- 1) What **channels** does your organization currently use to provide customer service? In 6 months?
- 2) What level of support do **agents** require if additional channels are introduced?
- 3) To what degree, has your organization consolidated customer **information** (e.g. billing, account)?
- 4) What level of support and access to customer information does your **customer service** operations require?

Research Findings: Channel Support & Content Capture



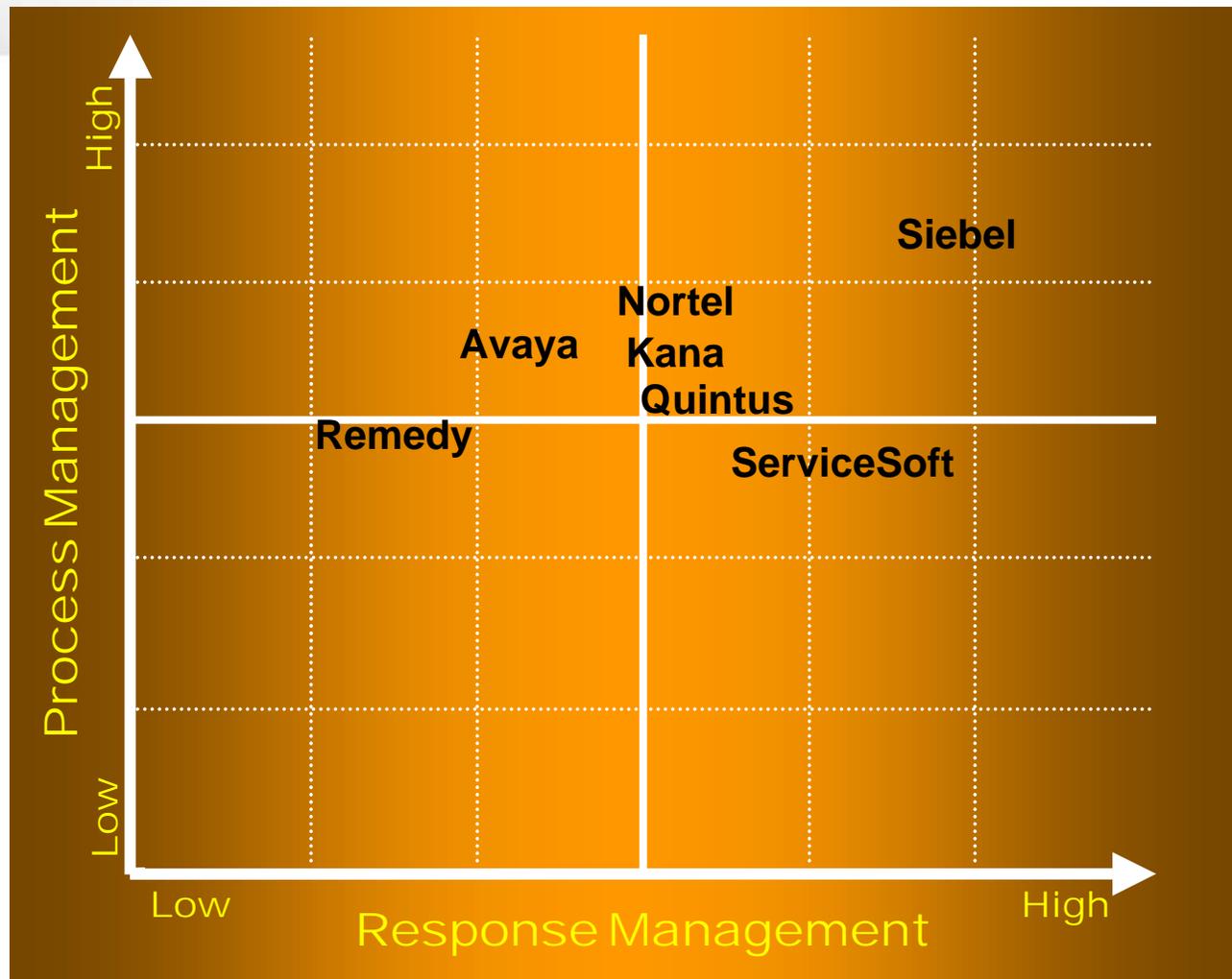
Research Findings: Channel Support & Content Capture

- 1) Progress in supporting **non-traditional** channels
- 2) Limited support for capturing and incorporating information **outside service applications**
- 3) Integration with **bulk data mapping** and transformation tools

Considerations for Process & Response Management

- 1) Do my **business partners**, (e.g. distributors, resellers, suppliers) have a role in my customer service operations today? In 6 months?
- 2) How is customer service **knowledge** managed and maintained within and across my organization?
- 3) What are the critical **self-service** capabilities that provide the greatest benefit to my customers? Agents?

Research Findings: Process & Response Management



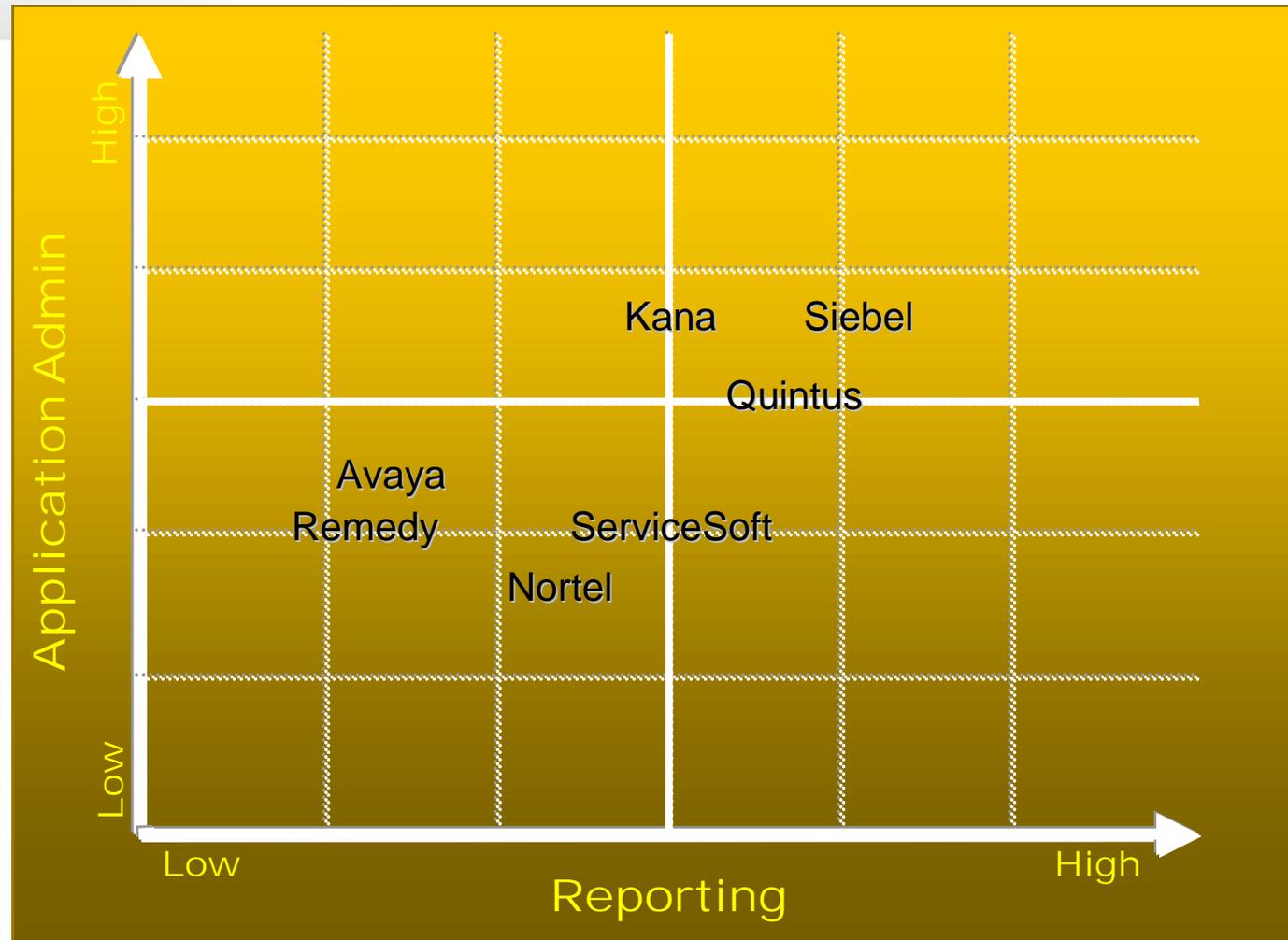
Research Findings: Process & Response Management

- 1) Progress in supporting **LOB personnel** with graphically-based business design tools
- 2) Limited **support** for/integration with knowledgebase vendors
- 3) Limited application accessibility to **extended** enterprise

Considerations for Application Admin. & Reporting

- 1) What **level of involvement** is required today from LOB personnel to manage workloads, service workflows? In 6 months?
- 2) What are the **critical measures** my organization has identified for evaluating service center performance? Agent performance?

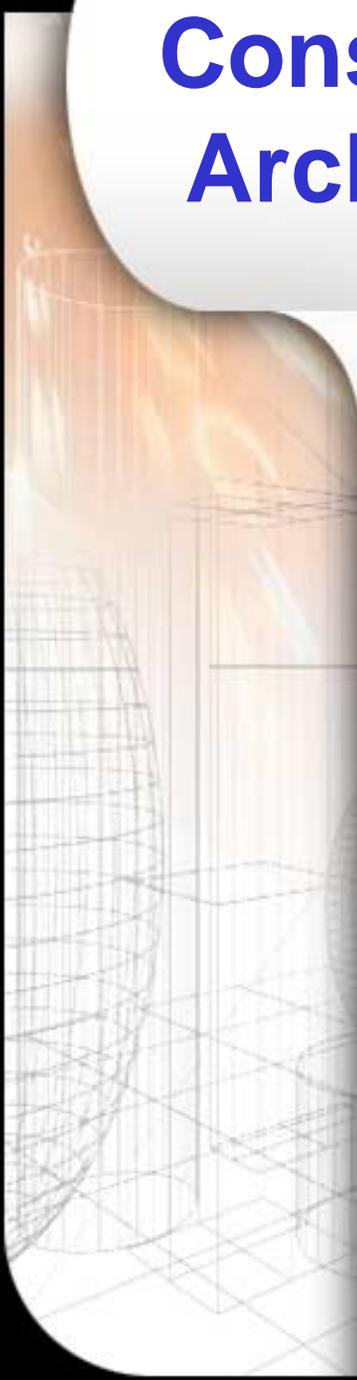
Research Results: Application Admin. & Reporting

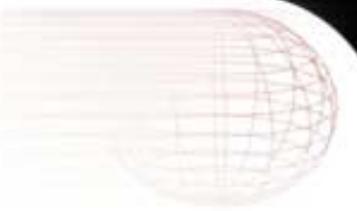


Research Findings: Application Admin. & Reporting

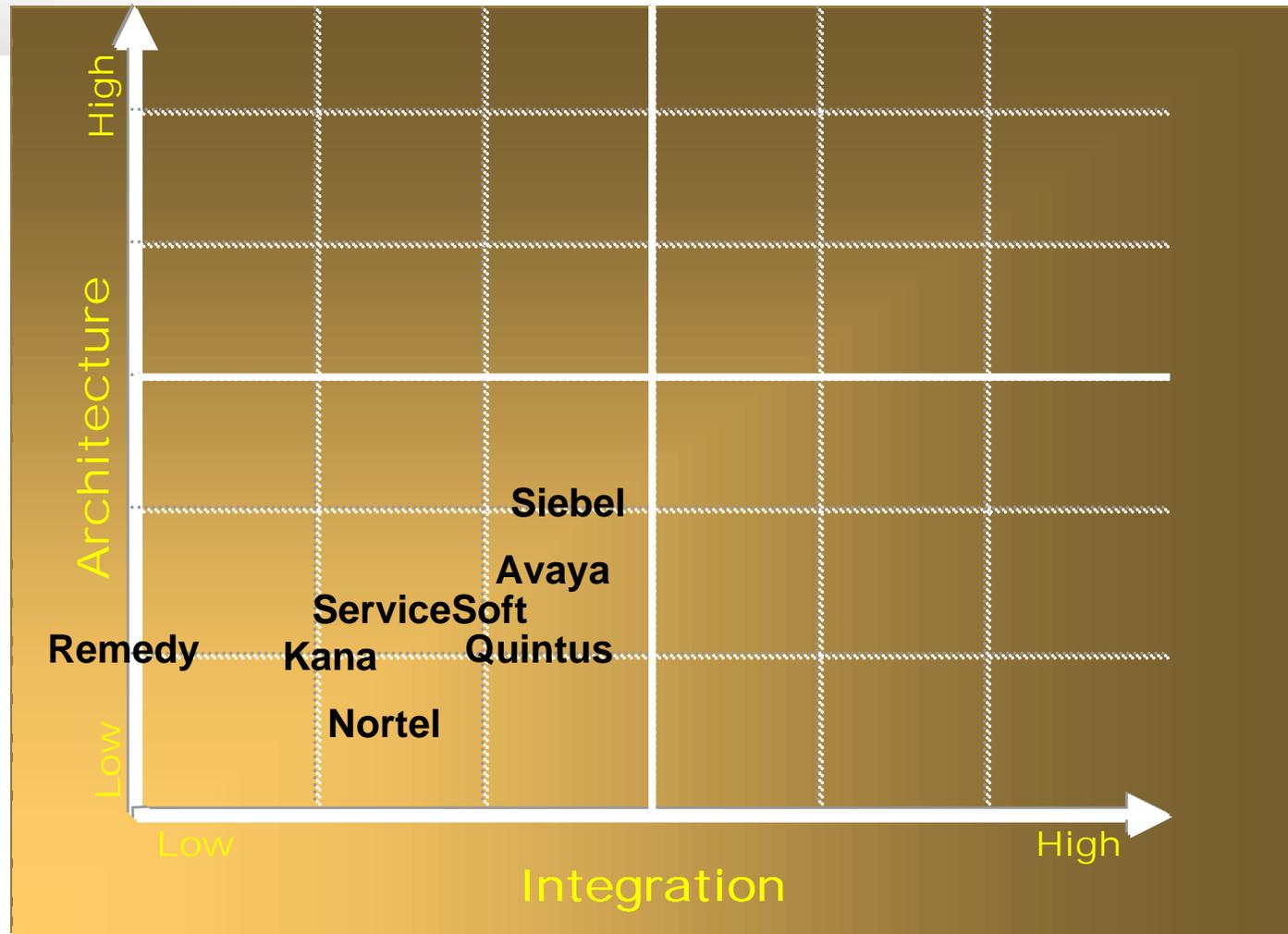
- 1) Progress in moving away from script-based administration to **graphical based**
- 2) Limited support for multiple methods of **workload balancing**
- 3) Lack of **web browser**-based client interfaces for administration

Considerations for Architecture & Integration



- 1) What level of **development support/skills** exist within my organization for customizing and extending the service application?
 - 2) What **critical systems** and interface points are required for customer service?
 - 3) What **integration approach**(s) has my organization adopted?
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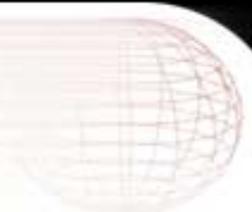
Research Findings: Architecture & Integration



Research Findings: Architecture & Integration

- 1) **Slow migration** from client-server to open-standards and object based architectures
- 2) Limited **B2B enterprise application integration** capability and support
- 3) Limited **productized integration** with other systems

Competitive Landscape



	Channel Support	Content Capture	Process Mgmt.	Response Mgmt.	App. Admin	Reporting
Avaya	+	+	⊕	↓	+	↓
Kana	+	+	⊕	+	⊕	+
Nortel	+	+	⊕	+	↓	↓
Quintus	+	+	+	+	+	+
Remedy	+	+	+	↓	+	+
ServiceSoft	↓	+	+	+	+	+
Siebel	⊕	⊕	⊕	⊕	⊕	⊕

↓ Weak + Capable ⊕ Strength



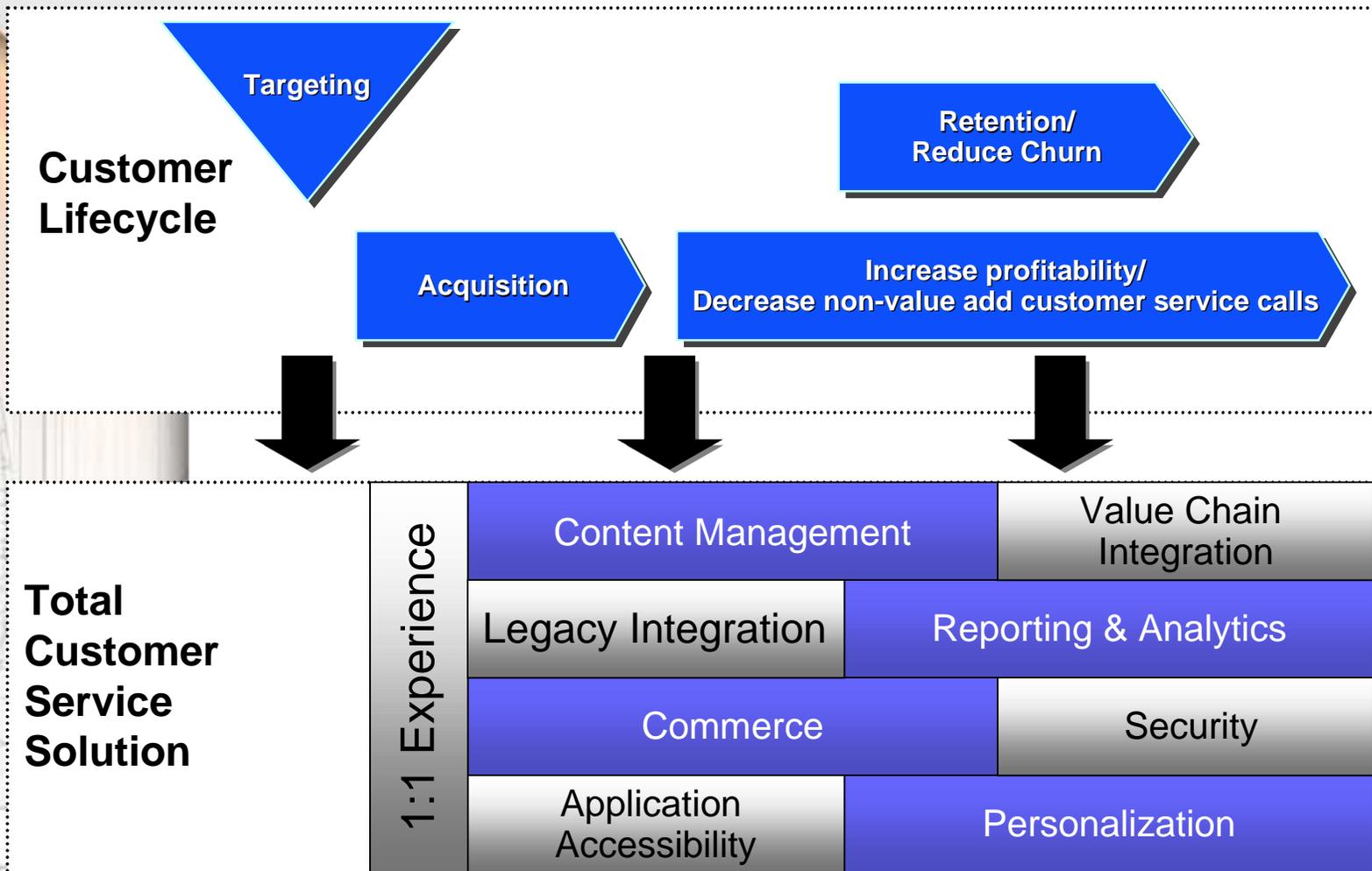
Trends & Predictions

Trends & Predictions



- 1) Continued Evolution to **Virtual Contact Centers**
- 2) Strategic relationships with **EAI and B2B** application vendors
- 3) Key consolidations in **customer service & marketing**
- 4) Significant differentiator - **content management**

What your strategy should consider



For more information...

- Doculabs analyst team is available for planning, selection, or exploiting CRM initiatives
- The *Special Report on Customer Service Solutions* available through our web site
- Marketing Automation Assessment in 2Q01
- Contact rmedina@doculabs.com or (312) 433-7793 x627