

Metastorm Enterprise™ for Customer Service



When you need to establish a differentiator beyond product and price, quality customer service can help you stand out from the pack and make a measurable bottom-line impact. Whether it's before, during or after a sale, you've got to provide exceptional service, as quickly and effectively as possible.

Metastorm addresses your challenges with Metastorm Enterprise™— an integrated portfolio of fast and flexible enterprise modeling, business process automation and integration software that helps you establish processes and systems for delivering world-class customer service and achieving a true competitive advantage.

Metastorm ProVision®: Robust Support for Your Customer Chain

As an end-to-end solution for Enterprise Architecture and Business Process Analysis, Metastorm ProVision enables you to create a holistic picture of your customer service operations, make better decisions, continually improve performance, and enable strategic enterprise transformation.

Metastorm ProVision's analysis, modeling and simulation environment is combined with "ease of use" for both business and systems users. And its integrated and shareable web-based repository allows collaboration on models and processes, and is scalable to global organizations. For example, one organization used Metastorm ProVision to analyze its "as is" customer call center processes and then modeled streamlined "to be" processes. Later, the "to be" models were used to extract requirements for application development.

As an added benefit to accelerate results, Metastorm offers a portfolio of Reference Models that provides a knowledge base for defining the operations of key business functions, including your customer chain. The Metastorm Reference Model for Customer Chain (CCOR) contains models developed by the Supply-Chain Council's (SCC) customer chain special interest group. Its best practices and pre-built models empower you to configure and define the complete scope of your customer chain and then analyze the process from start to finish – so that you can better anticipate, meet, and manage customer needs.

Highlights

Benefits

- Increase revenue by focusing on the right things and improving customer retention
- Decrease expenses by improving employee productivity
- Create monitoring dashboards to ensure customer needs are being met

- Ensure that customer service processes are streamlined and integrated with core systems for greater visibility
- Configure a world-class customer chain that supports all points of interaction between you and your customers

Customer Success

- Bracknell Forest Borough Council
- CIT
- HP Consulting & Integration
- Lufthansa
- McKenna Long & Aldridge

Learn about these and other Metastorm customer successes at www.metastorm.com

Fast and Accurate Data Collection

As part of the Metastorm ProVision offering, Metastorm Discovery™ is an interactive process discovery tool designed to enable faster and more accurate collection of data, process understanding, and process metrics that can be used to drive business process modeling, improvement, and optimization. This solution allows you to easily and economically collect actual experiential data on processes to determine areas where opportunities exist for continuous process improvement.

Metastorm Discovery can capture information about all steps in a customer service process. This data can be used as input for modeling an “as is” process and analyzing potential improvements using Metastorm ProVision. The intent is to optimize each process to meet specific strategic objectives such as minimizing costs, accelerating response time, or improving productivity. The optimized processes can then be deployed and automated through the Metastorm BPM® suite.

Metastorm BPM®: Optimize Your Customer Service Processes

Metastorm's BPM technology and proven expertise helps customer service operations around the world improve planning, realize strategic advantage, maximize employee productivity, achieve process consistency, and tie together silo processes and systems.

The Metastorm BPM software suite provides an open, standards-based framework by which designers and implementers can easily integrate external operational applications or application components. With easy-to-use tools for designing, managing, and changing processes, business users own, maintain, and optimize their processes. And, the platform provides all the components needed to support a continuous process improvement cycle. Finally, the Metastorm approach offers rapid design and deployment with complete control over continuous improvements based on insight into your finance and operations departments.

Customer service departments are using Metastorm BPM to more efficiently manage business processes, including:

- Correspondence management
- Service agreement management
- Web-based customer service
- Warranty management
- Call Center service
- Problem resolution management
- Customer inquiry
- Sales channel management
- Inventory management
- Service request fulfillment

For example, one organization used Metastorm BPM for executing membership management and customer request processes. The result was decreased costs, accelerated response times, and a more collaborative work environment. Another improved its customer service call routing and web-based customer service processes—improving user efficiency by 56% on average, optimizing its call center by enabling dynamic redirect of resources, and reducing time spent on troubleshooting discrepancies.

MIM: Rapid and Cost-Effective Integration

Metastorm Integration Manager (MIM) can help you integrate and leverage your existing customer service applications, databases, file systems, and mainframe programs. Whether deployed as part of the Metastorm Enterprise suite or on its own, MIM allows you to:

- Design, execute, and monitor system-based processes
- Deliver insight, governance, and audit ability for system-based activities
- Establish high-volume secure Managed File Transfer (MFT) and provide a management dashboard for overseeing complex B2B file transfers across multiple file transfer systems
- Integrate mainframe and legacy systems into new and existing business processes via web services
- Enable native integration to and system-based process management on IBM CICS systems
- Integrate data and systems following a merger or acquisition

With MIM, you have visibility into and can control even the most minute system tasks within the construct of a business process.

The Value of Metastorm

Metastorm helps you quickly make necessary adjustments to your customer service processes and systems and allows you to lower administrative costs while efficiently responding to changing conditions and increasing demands. With Metastorm, you can model and understand your organization, formalize your processes and systems, and implement defined, repeatable procedures – growing your business through better, more efficient customer service.

For more information on how Metastorm solutions can help you, contact us at 1 877-321-META or sales@metastorm.com.

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