



Turn customer interactions
into revenue opportunities
across email, phone calls,
and web inquiries.



INFOR CRM EPIPHANY FOR FINANCIAL SERVICES

DO BUSINESS BETTER.

In today's customer-focused companies, customer service departments are striving to continuously improve response times while containing rising costs. Service center managers are charged with walking the tightrope between high customer satisfaction levels and limited spending. But while managers seek to heighten productivity, their applications, data, and processes are often disconnected and cumbersome—costing agents valuable time and risking customer dissatisfaction. Forward-thinking companies know they must overcome the challenges posed by splintered business processes.

LEVERAGE EXPERIENCE.

A component of the market-leading Infor™ CRM Epiphany® suite, Service was designed with today's highly personalized contact center in mind. It provides agents with an efficient and intuitive interface that delivers a unified view of customers across all existing systems, along with powerful, real-time analytics that drive personalized offers. By helping agents turn customer interactions into revenue opportunities across email, phone calls, and web inquiries, Service enables contact centers to stay on budget, while ensuring consistent, effective treatment of customers across all contacts.

GET BUSINESS SPECIFIC.

Service gives agents a real-time, comprehensive view of all customer data and interaction history from across the enterprise. By leveraging the capabilities of Infor Open SOA (Service-Oriented Architecture), Service centralizes crossenterprise data and eliminates redundancies. This ensures quick access to consistent and accurate information, shortens call times, enables agents to resolve issues the first time, and helps them seamlessly manage every customer phase. Highlights include:

Efficient, personalized processes.

By implementing a model of best practices from their most effective agents, companies can meaningfully define each step in a customer interaction—including what to say, ask, or suggest. By facilitating problem solving, streamlining information searches, providing customer context to guide conversations, and recommending the ideal product at the right time, Service enables companies to build valuable and lasting relationships.

Anywhere, anytime access.

Service enables effective and personalized service through all channels including email and web. To keep these new mediums from overwhelming the service center or appearing impersonal, the solution incorporates highly scalable email response management and a flexible, self-service web portal. This level of service means global, 24x7 convenience: customers can find critical answers themselves or receive useful email replies that reflect an understanding of their individual requirements.

Enhanced productivity through training.

Service helps reduce the costs of employee education and training by providing a flexible user interface that guides even the most inexperienced agents through common activities.

World-class customer service.

Sophisticated contact management, call history, and activity management give agents a unified view of customers across all existing systems. Powerful, real-time analytics drive personalized offers, improve response times, and ensure consistent treatment of customers across all contacts.

Integrated knowledge management.

Agents and customers gain easy access to frequently asked questions, articles, and optimal solutions, helping empower customer choices and the agent's knowledge base.

SEE RESULTS NOW.

With support for operating systems including Microsoft® Windows®, IBM® AIX®, Sun™ Solaris™, HP-UX®, Red Hat® Enterprise, and Linux®, Service leverages your existing technology investment to optimize interactions between you and your customers in real time. You'll generate a fast return through:

- ▶ A single view of all customer interactions
- ▶ Consistent, process-oriented customer interactions
- ▶ Comprehensive case management
- ▶ Intelligent, personalized, real-time offers
- ▶ Scalable management of inbound customer emails
- ▶ Convenient, 24x7 customer self-service
- ▶ Reduced costs

Infor Corporate Headquarters
13560 Morris Road
Suite 4100
Alpharetta, Georgia 30004
USA
Phone: +1(800) 260 2640

www.infor.com

The Infor logo consists of the word "INFOR" in a bold, sans-serif font. The letters "I", "N", "F", and "O" are black, while the letters "R" and "A" are red. A small trademark symbol (TM) is located to the upper right of the "R".