

Implementation Of Complex Business Procedures Made Easy

The **Interactive Process Advisor** is a solution which can simplify the handling of many complex and inter-dependent services and thus enable the Customer Contact staff to follow the right procedure at the right time.

Furthermore the solution can also be used as an advanced way of automatically enforcing corporate policies and procedures.

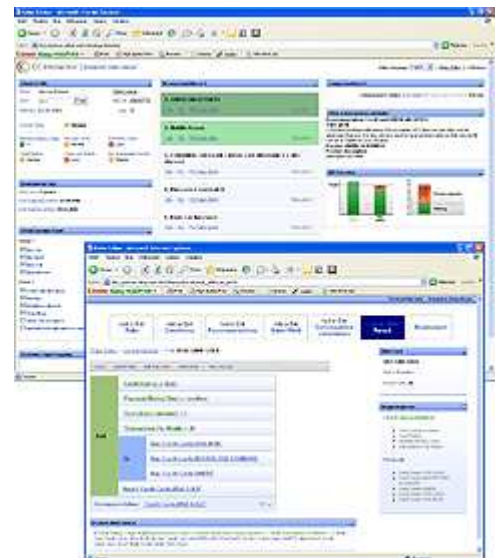
The Challenge.

Customer Contacts staff are today spending more and more time managing large systems instead of nurturing customers and increasing sales. The **Interactive Process Advisor** assists the customer contact staff by presenting a customer specific and correct recommendation.

The Solution.

Based on individual customer characteristics and customer input during the contact – a set of relevant dynamic recommendations are presented. Via a user interface business professionals can design and publish a new procedure or edit exiting procedures without involving IT staff.

The **Interactive Process Advisor** is based on an advanced business rules engine, where business specialists can change and optimize the individual rules and thus, can produce customer individual recommendations that really work.



Key Benefits.

The Interactive Process Advisor is a web based solution with practically no integration and will result in:

- **Lower cost** per customer contact due to easier, faster and more relevant communication with the customer
- **Higher customer loyalty** thanks to offering relevant services
- **Easier and faster processing** - since business procedures are converted automatically into the right recommendations by the process specialist without IT staff involvement
- **Multi-lingual** - the automatically pre-selected language and ability to switch manually between languages allows for qualified multilingual customer contact
- **Reduced time to market** by virtually eliminating traditionally costly and time-consuming specification and IT rules entry
- **Higher quality of service** by automatically enforcing corporate policies and procedures.

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