

# Solution for Contact Center Management

## The Big Picture

- Create seamless interactions with internal and external customers
- Enhance and personalize the customer service experience
- Manage consistent and compliant communications with customers and stakeholders
- Increase the effectiveness and coordination of marketing and sales activities during a service's key profitability window
- Provide faster response times while reducing manual processes and increasing inquiry volume—without sacrificing quality
- Lower the cost of maintaining compliant content and reduce overall compliance risk
- Promote consistent brand experiences for customers

## An integrated solution to improve customer service, increase operational efficiency, and mitigate the risk of non-compliance, from RWD and EMC

Telcos, cable operators, and media companies are facing numerous challenges to their traditional sales model. Many are exploring new ways to make the most of the valuable, but limited, competitive window of opportunity for launching new service bundles. They are striving to increase overall profitability that is being continually eroded by ever-increasing competition, commoditization of core services, and almost zero customer loyalty.

In addition to the pressure to reduce costs, operators also face mounting demands to improve customer service, handle increased volumes of calls, adhere to compliance regulations, and drive operational efficiency in their customer contact centers. With the broad scope of functions many contact centers perform within the organization and the rigorous legal and regulatory scrutiny, this presents a significant challenge.

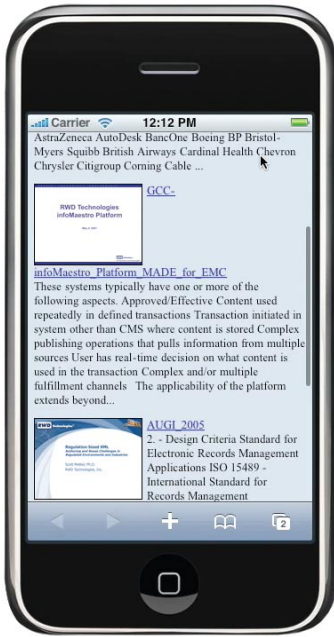
### RWD and EMC: Streamlining the flow of information to key stakeholders

The EMC<sup>®</sup> Documentum<sup>®</sup> platform and the RWD infoMaestro<sup>™</sup> application suite together provide an integrated solution approach which many organizations have implemented to streamline the flow of information to their customers. This proven solution provides a single, configurable interface to integrate Documentum, Customer Relationship Management applications (such as Oracle<sup>®</sup> Siebel<sup>®</sup>), and associated authoring and publishing technologies to enable the rapid search, acquisition, assembly, and delivery of customer information. The Contact Center Management solution orchestrates the flow of content across the enterprise—breaking down organizational and system barriers and providing significant opportunities to improve customer service, ensure regulatory compliance, and maximize operational efficiency.

CONTACT CENTERS IS KEY TO CUSTOMER SATISFACTION



Significant contact center process flow improvements using RWD infoMaestro and EMC Documentum



The EMC/RWD solution can deliver critical customer contact management information to any authorized user via a variety of devices.

## Customer service—getting the right message across as quickly as possible

New telco and media services are often expensive and complex to bring to market, and have a short window of advantage until a competitor follows suit. As a result, operators need to maximize awareness and communicate with their customers as quickly and effectively as possible. As an operator's channels to market increase in number (for example, high street dealers, in-store franchises, direct sales, and online inquiries) the demands on the contact center are becoming more diverse and complex. As customer demand increases, the expected response time has decreased. There is now an expectation of being able to immediately deliver the right content to the right person in their preferred format, including e-mail, fax, postal mail, or mobile phone. Having the current information available at the point of customer contact makes it far easier to resolve a customer inquiry during the first call, resulting in lower costs and increased customer satisfaction.

The Contact Center Management solution from RWD and EMC enables controlled and approved delivery of content—customer contracts, operating instructions, pricing and billing, or general inquiries—in a multitude of ways to more easily meet the client's needs, no matter who they are. infoMaestro and Documentum ensure an accurate match of content to client, and provide tools to immediately generate personalized, auditable responses.

## Operational efficiency—coordinate and streamline processes to save significant time and money

The Contact Center Management solution addresses the need to coordinate across departments such as Marketing, Sales, Product Development, Service; to align communications—both inbound and outbound—to deliver effective, integrated messaging and content.

Whether the focus is on streamlining traditional call center response calls or expanding efforts into a proactive, multi-channel communication strategy, the contact center management solution can support a streamlined, coordinated approach. From creation and delivery of welcome packs, to individual cell phone user instructions, the Contact Center Management solution optimizes the flow of approved content to either one person or a large group of interested or affected parties. The Contact Center Management solution enables companies to overcome the challenges of ineffective content authoring, management, and distribution processes and reap maximum productivity throughout the product lifecycle.

The Contact Center Management solution—leveraging RWD infoMaestro and EMC Documentum—has a proven track record of delivering significant ROI for a wide range of clients. Customers using this solution have experienced:

- Improved fulfillment time of response packages from a week to a day
- Increased response rate from hundreds of letters per week to thousands
- Prevented contact center costs from varying with volume of requests
- Helped companies manage increases in call volumes with their current staff levels
- Provided a customer-focused product information approach with flexibility for future data sharing with other departments
- Improved quality and consistency of product information responses

## A Designed for EMC accredited application

infoMaestro carries the "Designed for EMC" accreditation. This accreditation ensures tight integration and product roadmap alignment between ISV applications and the EMC Documentum platform. RWD's infoMaestro is integrated and configured based on the client's business processes and associated enterprise applications. Together, EMC Documentum and infoMaestro generate rapid return on investment, shortening time to deployment by replacing expensive customizations.

## About RWD

RWD Technologies is a leading provider of human and operational performance improvement solutions that help employers maximize the return on their investments in people, processes, technology, knowledge, and customers. Since 1988, RWD has helped thousands of clients globally to enhance organizational productivity through its broad range of integrated products and services. Based in Baltimore, Maryland, RWD is privately held, with over 1,250 employees in the Americas, EMEA, and Asia Pacific.

## About EMC and partner content management solutions

This solution is one of many content management solutions offered by EMC and partners.

EMC and partners provide content management solutions that help organizations solve business problems specific to their function or industry. Built on the EMC Documentum platform, and combining EMC and partner technologies and services, these solutions help organizations streamline and automate processes, increase productivity of teams and individuals, address their information compliance and retention requirements, foster creative work, and lower the cost of operations.

## About EMC

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at [www.EMC.com](http://www.EMC.com).



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### Take the next step

To learn more about managing contact centers with EMC and RWD's solution, visit [www.EMC.com](http://www.EMC.com) or call **800.607.9546** (outside the U.S.: +1.925.600.5802), or visit RWD at [www.rwd.com](http://www.rwd.com), call 1-888-RWD-TECH, or e-mail [info@rwd.com](mailto:info@rwd.com).