

Improving global customer service

In 2006, the banking division of [Misys plc](#), a leading global application software and services provider, was looking to improve its customer servicing capabilities and like many large organisations found that a major hurdle was the disparate customer databases across their worldwide operations. A history of acquisitions and corporate changes had resulted in a complex IT infrastructure with each division having their own service and support systems and processes. They turned to m35 for help.

As a market leader in banking and treasury & capital markets with over 25 years experience in the financial sector, Misys supports over 1,200 clients across 120 countries, including all of the world's top 50 banks. A truly global player, one of their key objectives was to improve the quality of their customer service across their network of 37 global worldwide support centres and help desks running 24/7.

"Providing a global support service to our customers 24/7 means we are a business critical partner in ensuring the smooth operation of their banking and trading operations at all times. We needed to streamline our own operations to make sure there was a consistently high level of service being received by our customers regardless of product, international boundary or time zone", said Kimberly Jansen, CRM Program Manager.

Disparate silos of customer/business knowledge

At the time, the Core Banking division and the Treasury & Capital Markets division each had their own support processes and systems (GEMS and SINS), yet many Misys customers had products and services from both divisions. "If we wanted to log an error or update information in GEMS," says Jansen, "we would have to duplicate the update in SINS too. Extracting any management information, audit trails or managing SLA breach points across these different support systems was very difficult to achieve. Our infrastructure just did not reflect our client base."

In 2006, after the two business divisions were merged, the aim was to launch one common customer portal. However, this was heavily dependant on achieving integration across the disparate support systems and applications, and real-time distribution, enrichment and validation of data to ensure the view of the customer was as accurate as possible. Misys would be using their CRM supplier for the front end portal and turned to integration specialist m35 to ensure integration of the portal was achieved across the divisions and all systems.

Continued overleaf

Misys Case Study Summary

The Business Requirement

To provide a single view of the customer across disparate business sectors, product offerings and support systems in order to improve the speed and quality of response from global support centres.

The Solution

Implement a composite application server providing all process automation and data management capabilities fully integrated across diverse data silos, processes, workflows and systems.

The Outcome

- Better quality service provision at lower cost
- Improved MIS and control of service levels
- Faster resolution times
- Increased visibility of world-class service

An integrated single view of the customer

m35 implemented their composite data application, DataTrans, to provide all the process automation and data management capabilities required to model, execute and track case management. First and second level support for all customer queries is handled via the customer portal and whichever global service centre is handling the case, information is automatically processed, refreshed and enhanced in run-time by the DataTrans server which then updates the CRM system, and via the customer portal enables the information to flow back to the customer.

The m35 business process automation solution takes care of all the complex data distribution, transformation and enrichment of data so that the most accurate and up-to-date view is seen by the customer. Misys global support services are now fully informed with real-time updates on the status of support cases and easy access to case history, regardless of how many products or business lines are involved. Jansen explains "We now have access to a more holistic view of our systems and therefore of our customers too. Our data management capabilities are deeper and more accurate which has been invaluable in managing our SLA standards. We have alerts based on the status of each process, regardless of where the data is input, processed or stored." m35's integration platform calculates SLA breach points at run-time every ten minutes and refreshes Misys' internal systems and the CRM system with updated information. "Archived cases can be easily accessed, not only by our support centres, but also by our customers. m35's integration solution manages all data storage efficiently but ensures it is transparent to the customer when required," confirms Jansen.

The results

So what have been the results of the implementation? Have Misys really been able to fulfil their desire to offer a better customer service through a single customer portal?

Judging by the high take up of customers using the portal it appears to have been a success. The average use of the portal across the product groups has risen from 19% to 55% and with some product areas having increased by as much as 92%.

With a higher take up, comes greater visibility for both Misys and their customers. Misys are now able to manage and control their service levels more accurately giving a faster turnaround on resolving high priority customer cases and ensuring an optimum efficiency of their support operations. With full integration of data flow across the division, comprehensive case information is delivered to product specialists much faster with a consequent quicker resolution time. In addition, customers are able to respond to information requests much faster, which in turn helps speed up resolution timescales.

Reflecting on the benefits of the project, Jansen is keen to point out that a major factor was the ability to leverage existing lines of business applications and technology infrastructure. "It was always clear that leveraging the data flows across the various business divisions and legacy systems would be a major strand in our customer service improvement strategy. With fully integrated systems, better managed data and real-time management information, we are now able to continue to drive up our service improvements."

For further information on how m35 solutions can solve your business process automation problems - contact www.m35solutions.com Tel: +44 (0) 20 7403 2121