

DELIVER SUPERIOR CUSTOMER EXPERIENCE
FOR SUCCESS

CONTACT CENTER TRANSFORMATION OUTSOURCING (CCTO)



/// SOLUTION OVERVIEW



Build customer loyalty for revenue growth

In today's commoditized communications market, a superior end-to-end customer experience is a critical differentiator. Contact centers must be transformed to build customer loyalty and drive new service revenues. EDS, an HP company, CCTO delivers enhanced capabilities and skill sets for sales, billing and support for a uniformly great customer experience.



EDS EXPERTISE

With more than 30 years of business process outsourcing experience, EDS has a solid track record for delivering results:

- EDS employs 26,000 contact center professionals that deliver customer relationship management (CRM) services on behalf of more than 450 clients from 155 locations in 26 countries in 48 languages.
- *CRM* magazine named EDS as a leader in Outsourcing Services in its 2008 Service Awards - the fourth year the magazine has recognized EDS leadership.
- Genesys recognized EDS with its 2007 Managed Services Partner of the Year award.

Meeting demands for superior service

Informed, price-conscious communications consumers have high expectations of customer service. Market saturation, increased product complexity and competition is driving the need to cross- and up-sell to gain - and retain - customers. And innovative solutions have proven essential for both incumbent and new service providers' ability to compete. Customer service has emerged as a critical differentiator, and the need for transformation is clear. Enterprises that deliver superior customer service will pull ahead on the competitive edge, generating revenue through increased selling opportunities and customer retention.

EDS' transformative vision

EDS views each customer touch point - and especially the contact center and the Internet - as an open door to the enterprise. Our vision is to transform contact centers to meet service providers' needs across the entire customer life cycle. Transformation to a multichannel contact center helps communications service providers (CSPs) contain costs, align business areas to a customer-centric approach and deliver a world-class customer experience across all customer touch points.

EDS' solution combines a strong guiding vision and best practices with our business transformation capabilities, operational capabilities and global infrastructure.

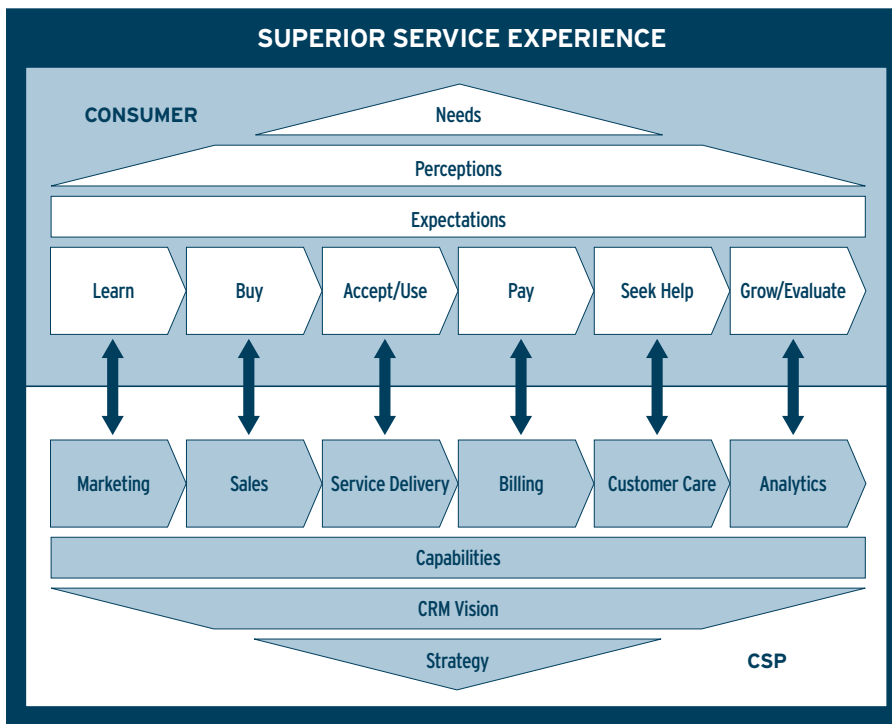
Streamline customer-service processes for growth and productivity gains

EDS' CCTO solution aligns our clients' business processes with the enhanced Telecom Operations Map® (eTOM) operating model, streamlining flow-through processes for fulfillment, assurance and billing. We leverage our substantial, ongoing investment in leading-edge technologies and deliver additional capacity on demand, providing our clients with multiple benefits to support their growth and productivity:

- Better handle workload fluctuations.
- Eliminate duplication.
- Gain greater flexibility in making process adjustments and enhancements.
- Increase customer capture and retention rates and capture associated revenues.
- Increase process automation to reduce processing errors and costs.
- Reduce agents' work volume by shedding work to automated channels and reducing repeat calls and handoffs.
- Reduce overall costs to sell and serve by moving calls to self-service channels.
- Speed time to market.

Managing customer experience and lifetime value

Because the customer experience spans the entire customer life cycle, from learning about the service provider to purchasing and using its products/services to getting support for problems, business- and customer-facing functions must reflect all aspects of the customer experience. Delivering capabilities that match each consumer's expectations - across all touch points - helps sustain customer satisfaction and competitive advantage.



IMPROVE PERFORMANCE

EDS CCTO improves our communications clients' customer-service performance:

- Cost-effectiveness - Optimize the mix of agent-manned and self-service channels to reduce transactions costs.
- Effectiveness - Make the most of agents' skill sets with a front office organized by segment - and a back office by specialty.
- Efficiency - Improve workload balance and call handling, reducing number of handoffs and repeat calls.
- Revenue - Increase customer satisfaction and loyalty through more effective personalized offerings, based on improved customer insight.

ACHIEVE GOALS

EDS CCTO helps our communications clients to:

- Contain and reduce costs - Move simple transactions to alternative lower-cost, automated channels, while retaining manned channels for specific and more complex transactions.
- Improve the customer experience - Give customers a choice of channels that deliver quick and simple access to consistent and personalized experiences.
- Gain market share - Leverage customer insight to increase customer loyalty and improve the effectiveness of sales campaigns and sales of new value-added services.



BEHIND STRONG CUSTOMER RELATIONSHIPS THERE'S EDS

When market growth threatened to overwhelm this leading wireless provider's BlackBerry® support call center and compromise customer service, EDS helped rebuild the company's customer relationships - all while keeping pace with its remarkable growth.

To accommodate growth, EDS took the BlackBerry technical support staff from 40 agents to 200 in the first year. Enhanced customer data visibility has made this staff more responsive, knowledgeable and aware of customer needs. And it shows in the flurry of positive customer feedback.

What's more? Today, the EDS team is meeting and surpassing service-level agreements. The project has been so successful, in fact, that the wireless provider recently highlighted EDS' BlackBerry performance as the model for all of its vendors to work toward achieving.

EDS takes a multiphase integrated approach

EDS CCTO is a multiphase integrated approach that transforms contact center operations for improved cash flow and revenue position - and customer experiences across the entire customer life cycle. EDS CCTO:

- Allows clients to move fixed costs out of the business and migrate to a variable "pay-as-you-go" cost base that scales with business volumes
- Applies leveraged Managed Customer Interaction Services (MCIS) to contact centers, enabling delivery of a high-quality customer experience while lowering costs and risks
- Captures information in one part of the customer life cycle and then uses it to improve cross- and up-sell in other parts of the life cycle, reducing cost and time to service
- Delivers a set of processes and applications aligned with eTOM® to ensure maximum process efficiency and coverage of the customer life cycle
- Enables multiple bill presentment and payment methods and reduces billing inaccuracies, revenue leakage and time for first payment
- Improves services by providing feedback and information obtained in the contact center back to clients' marketing, product and sales departments
- Protects and enhances revenues through cross- and up-selling, churn prediction, and "win back"
- Sharpens telecommunications service providers' focus on quality through a set of input- and output-based service-level agreements and metrics
- Structures multichannel contact centers to resolve simple queries through automated channels, while ensuring complexity is handled efficiently and effectively

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