Don't Rip and Replace—Wrap and Renew!

For IT Operations

VERINT®

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Introduction

The abundance of legacy applications in the contact center can trap a business into rigid, inefficient processes and introduce undue complexity. Over the years, mergers and acquisitions and new business units can clutter the IT infrastructure with redundant systems around billing, ERP, CRM, and more. While maintenance and usability concerns can be significant, the time and cost required to retire a mission-critical application may be daunting. CIOs may find themselves stuck with dozens of disparate systems required to run their day-to-day contact center operations.

Verint® offers a unified, omnichannel desktop that can help you transform the customer experience without the cost and complexity of "rip and replace." It can help you save time and money by taking advantage of your existing resources in a new way.

The Complexity Chain

The pain of complex legacy systems can extend far beyond the IT department. Individual agents often must hop from screen to screen during the course of a call to complete a simple process.

These agents must memorize complex processes to jump between applications and copy/paste information into applications. Training times can grow, frustration can mount, and mistakes are practically inevitable.

But the real victim of this IT complexity is your customer. While your agents are struggling with legacy technology, your customers may be struggling as well with long hold times, the need to constantly repeat themselves, and receiving inconsistent answers. The effort required to get a simple answer or complete a process can be far too high.

So what appears to be an IT problem is really a customer experience problem. Until you can create a simplified ecosystem for your employees, you may struggle to meet the customer experience and customer satisfaction goals of your business. And with the emergence of new technology trends, such as social media and mobile, the issue of application growth may well worsen.

Wrap and Renew

Typically, the only solution to this problem is "rip and replace"—tearing out these outdated systems and replacing them with new ones. This approach can be incredibly costly and time consuming, with multiyear projects that may cost millions of dollars. With IT budgets often always stretched to the limit, there may be no appetite for huge projects like this. And yet, this problem is not going away. So, what's the answer? How can you use the assets you have today, but still transform your customer and agent experience?

Why not leverage these valuable assets in a new way, hiding the complexity from your agents and, in turn, your customers? Instead of "rip and replace," why not "wrap and renew?" Verint® Engagement Management™ uses web services, APIs, and integrations with systems such as CRM, ERP, CMS, and RDMS to access data from disparate systems and combine them into a single, unified desktop. Rather than presenting your agents with every piece of data from every system, the solution can intelligently present just those assets that are relevant for the particular issue, based on the customer and call type. Agents are guided through a process from start to finish on a single screen, reducing or eliminating the need to memorize processes or be trained on multiple systems.

Gain Business Agility

The wrap-and-renew approach also helps address the increasing requirements for improved business agility—the need to adapt business processes in step with frequent product launches, changing customer preferences and regulations—and the difficulty of achieving these goals in the complex IT environment of the enterprise. By leveraging a services-oriented architecture (SOA), you can avoid the ad hoc point-to-point integrations that typically add layers of complexity to infrastructure and may make it difficult to implement even simple changes. Instead, SOA harnesses your existing systems and data silos, and enables their interoperability.

SOA can help you get more value from your applications faster. The loosely coupled services achievable in an SOA environment provide building blocks that can be reused in any number of contexts. The Verint Engagement Management SOA platform provides a foundation for designing and orchestrating business processes across communication channels and departments. Organizational systems—CRM, ERP, billing, analytics—as well as internal and external data stores are leveraged to facilitate and inform the business processes that make up workflows and underpin customer experiences.

Real Results—Real Fast

A major deterrent for replacing legacy systems is the lengthy deployment process that is often required to stand up new enterprise systems. With the wrap-and-renew approach, deployment times can be much faster. At a large insurer, Verint[*] Engagement Management went live with a unified desktop integrating 15 systems in just 10 weeks.

Once live, the benefits of a unified desktop can continue to reduce the total cost to serve. Several Verint customers have been able to reduce their training times by up to 50 percent and save millions of dollars annually due to increased agent productivity.

The benefits don't end with cost savings, either. This approach also helps reduce agent effort, which can help you achieve happier agents and—in turn—happier customers.

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[*] At the time of the deployment, the product was called KANA® Enterprise.

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