4Point LiveFill solution

About 4Point

Adobe Solution Partner 4Point Solutions has many years of experience delivering complex end-to-end solutions with Adobe LiveCycle ES. With expertise in creating rich, engaging solutions in all sectors, 4Point is a chosen solution provider for many Fortune 1000 companies. For more information, visit *www.4point.com*

Enhances customer experience through empowered front line staff

Life as a typical call center agent is not easy at the best of times. Customers often wait impatiently while an agent tries to find their details or looks for an answer to their queries. Agents sometimes must search through numerous applications (displayed on multiple monitors), enter data in various locations, and even resort to pen and paper to capture the customer's information, all with a promise to enter the relevant data in the right place at a later time. They often then have to send follow-up letters to these same customers and this too is not as straight-forward as it should be.

To address these inefficiencies, 4Point developed LiveFill, a solution that provides an integrated interface for call center agents and allows companies to respond to customer calls faster, in a more professional and compliant manner. The 4Point LiveFill solution is particularly well suited to environments where compliance is of the utmost importance, such as financial services, manufacturing, and healthcare, and where a call center is used for customer interaction.

Challenge

Customer experience is critical—90% of respondents to a recent Forrester Research study rated it as very important or critical for their business's future. Yet, many major corporations that rely on their call centers to provide a positive customer experience believe that they are not leveraging it as a key differentiator due to technology restrictions.

In researching the most common challenges faced by their customers, 4Point learned the following:

- Call center agents used up to nine applications to assist customers on the phone, resulting in agitated customers and frustrated agents, who couldn't find relevant data.
- Legacy systems controlled letter generation, relying heavily on IT, which did not promote fast and personal correspondence.
- Call center agents used desktop word processing to manage their ad hoc correspondence, resulting in incorrect template and logo usage, typos, data entry mistakes, and general noncompliance, which left the company open to litigation.
- No clear audit trail was kept on customer correspondence, given the various sources from which it could originate.
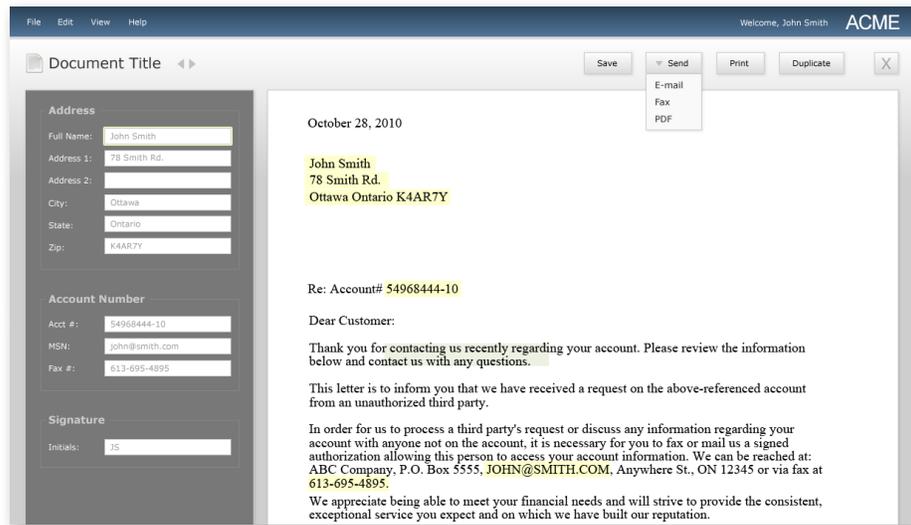
Solution

4Point developed LiveFill to simplify the call center agent user interface and to integrate disparate systems, including third-party applications, into one, seamless user experience. LiveFill also offers full control over the correspondence that call center agents send to customers. It leverages the Adobe® Flash® Platform, as well as the Adobe LiveCycle® Process Management ES module to streamline the workflow and the Adobe LiveCycle Output ES module to provide choice of delivery channel. The solution includes the following key elements and capabilities:

- A rich Internet application manages the call center agent interface, enabling agents to access customer records, forward work for further assessment by analysts or managers, and generate customer correspondence.
- A WYSIWYG preview provides a true view of the final letter, eliminating inconsistencies between content on the screen and the final, printed piece.
- The solution can be integrated with an existing customer service system to create a seamless experience.
- Document templates can be easily created, and each finalized letter is reviewed in its own unique interface for final data verification and input by the customer service team.

Results

Organizations implementing the LiveFill solution reap immediate rewards:

- Greater customer satisfaction from faster call completion, as less customer time is spent on hold and more queries can be handled in a single call
- Substantially lower operational costs, as there is no need for multiple monitors to access a variety of applications
- Increased call volumes, as calls can be dealt with more quickly and efficiently
- Improved compliance, as correspondence content is controlled through templates and data prepopulation
- Streamlined workflow and case management can be integrated using LiveCycle Process Management ES, offering automated and easy issue escalation and work delegation

Return on Investment

In one particular scenario, where 4Point implemented LiveFill, the customer estimated a savings of US$500,000 compared with moving to a different solution. This would have been the cost of transferring 500 existing letters into standard templates and developing the web interface to access them efficiently. The customer estimates that US$1,000 is saved every time a new letter is introduced, due to the ongoing lower cost of maintaining the letter portfolio.

Solution benefits
- Support a paperless environment
- Achieve return on investment within one year
- Provide rich user experience
- Reduce the possibility of litigation with accurate correspondence and a clear audit trail
- Enhance the customer experience
- Improve workflow and case management

Products used
- Adobe Flash Builder
- Adobe LiveCycle Output ES
- Adobe LiveCycle Designer ES (optional to design letter templates)

For more information
www.adobe.com