

» improve customer support effectiveness.

SSA Customer Service — a critical component of your CRM strategy.

In many of today's customer-focused companies, customer service departments are striving to continuously improve response times while containing rising costs. Service center managers are charged with walking the tightrope between high customer satisfaction levels and limited spending. But while managers seek to heighten productivity, their applications, data and processes are often disconnected and cumbersome — costing agents valuable time and risking customer dissatisfaction. Infor enables companies to overcome the challenges posed by splintered business processes.

Take a closer look at how this Infor solution can make a critical difference in your organization.

Empowering company representatives to perform higher impact interactions from taking requests to resolving customer issues.

SSA Customer Service, part of the SSA Customer Relationship Management (CRM) suite, was designed for today's highly personalized contact center. Infor provides agents with an efficient and intuitive interface — a unified view of customers across all existing systems — and delivers powerful, real-time analytics that drive personalized offers. By helping agents turn customer interactions into revenue opportunities across email, phone calls, and web inquiries, SSA Customer Service enables contact centers to stay on budget — while ensuring consistent, effective treatment of customers across all contacts.

A Single View of the Customer

Enhancing customer relationships requires full insight into customer needs and interests at every point during the service lifecycle. Because SSA Customer Service helps agents observe customer data from across the enterprise, they are no longer caught unprepared. Rather, they have a real-time, comprehensive view of all customer data and

interaction history. By leveraging the capabilities of SSA Open Architecture, SSA Customer Service centralizes cross-enterprise data — eliminating redundancies and exploiting prior IT investments. This ensures quick access to consistent and accurate information at all stages. It also shortens call times, resolves issues the first time and helps seamlessly manage every customer phase.

Efficient, Personalized Processes

Substandard customer service often leads to erratic results. To increase predictability, SSA Customer Service delivers a powerful platform for ensuring efficient, personalized processes every time. Only Infor is flexible enough to configure essential business processes that keep businesses more customer-focused than their competitors. By implementing a model of best practices from their most effective agents, companies can meaningfully define each step in a customer interaction — including what to say, ask, or suggest. By solving problems more accurately, streamlining customers' information searches or recommending the ideal product at the right time, SSA Customer Service helps companies build valuable and lasting relationships.

Supported Operating Systems

Microsoft® Windows®
 IBM® AIX®
 Sun® Solaris®
 HP-UX®
 Red Hat® Enterprise
 Linux®



Anywhere, Anytime Access

To meet the “always on” expectations of today’s customers, Infor enables effective and personalized service through all channels including email and web. To keep these new mediums from overwhelming the service center or appearing impersonal, SSA Customer Service incorporates highly scalable email response management and a flexible, self-service web portal. This level of service means global, 24x7 convenience: customers can find critical answers themselves or receive useful email replies that reflect an understanding of their individual requirements. By automating customer contact points, organizations can ensure that customer inquiries receive appropriate and efficient responses.

Enhanced Productivity

To run an effective, state-of-the-art contact center, companies must account for the key cost of employee education and training. SSA Customer Service helps reduce these costs by providing a flexible user interface that guides even the most inexperienced agents through common activities — while following previously established policies and procedures. Because Infor is the leading provider of analytics and intelligence for customer relationships, we can help businesses propel their customer support beyond efficiency and productivity gains into personalization and increased profits.

World-class Customer Service

Designed for today’s highly personalized customer support center, SSA Customer Service provides agents with a unified view of customers across all existing systems — and delivers powerful, real-time analytics that drive personalized offers, improving response times and ensuring consistent, effective treatment of customers across all contacts.

Integrated Knowledge Management

Provides agents and customers access to frequently asked questions, articles and optimal solutions, to help empower customer choices and agent knowledge base.

Intelligent Web-based Navigation Model

Guides users to the most appropriate activity and supports best practices — ensuring personalized, efficient customer interactions and improved user efficiency.

Advanced J2EE® Architecture

Offers a low total cost of ownership through rapid implementations, easy integration and standard platforms using SSA Open Architecture.

Make it Pay.

- *Sophisticated Contact, Call History, and Activity Management* – Provides a single view of all customer interactions.
- *Consistent, Process-oriented Customer Interactions* – Makes agents more effective: models and enforces customer business processes and leverages customer context to guide conversations.
- *Comprehensive Case Management* – Utilizes multi-step business processes to ensure that customer requests are handled efficiently and resolved effectively.
- *Intelligent Offers* – Provides personalized real-time recommendations for cross-selling, loyalty rewards, and other offers.
- *Scalable, Efficient Email Management* – Manages inbound customer email, routing messages to agents and providing templates to help them quickly build responses.
- *Always Available Customer Self Service* – Delivers convenient, personalized access to customer profiles, service requests, and order information over the Web.

When your enterprise won’t wait for better management of intellectual data and resources, move forward faster™ with SSA Customer Service.

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