Appian

Deliver Customer Experience Excellence

HOW DYNAMIC CASE MANAGEMENT TRANSFORMS CONTACT CENTER OPERATIONS TO PROVIDE EXCEPTIONAL AND PERSONALIZED CUSTOMER EXPERIENCES

A SINGLE, CONTEXTUAL CUSTOMER VIEW

Enterprises face mounting pressure to win, serve, and retain customers. Providing exceptional customer experience means meeting customer needs across all touchpoints. However most organizations are hamstrung by siloed operations, processes, and technologies that present significant barriers to delivering a seamless customer journey. The convergence of data-rich systems and growing communications channels only intensifies the need for enterprises to deliver a consistent holistic view of the customer across all channels to empower contact center agents and customers alike.

A Dynamic Case Management (DCM) platform that combines advanced data visualization and management, analytics, and collaboration can provide a single, contextualized view of the customer. This contextualized view — and the ability to act on it seamlessly — is crucial in order for organizations to deliver exceptional customer service.

TOP TRENDS SHAPING CUSTOMER ENGAGEMENT & CONTACT CENTER EXCELLENCE:

1. **Digital transformation for personalized customer experience**
   Businesses need to differentiate themselves through a personalized customer experience. A forward-looking digital transformation strategy is essential to stay competitive and redefine the customer experience from start to finish.

2. **Technological disruption driving customer expectations**
   Digital transformation advancements are creating a tidal wave of disruption, driving customer expectations ever higher. Accustomed to having everything connected, today's consumers are evolving faster than enterprises.

3. **Automation for agents: AI & RPA**
   AI, RPA, machine learning, IoT and other new and emerging technologies empower human agents to deliver intelligent and exceptional customer service in real-time.

4. **Seamless omnichannel engagement**
   With advancements in omnichannel engagement, businesses need to identify how to achieve a seamless customer experience across an ever-broadening scope of communication channels.

5. **Reimagining the customer engagement center**
   Contact centers must transform themselves as intelligent customer engagement centers, with new capabilities built on multichannel support and event-driven case management, providing a seamless customer experience.

APPIAN CASE MANAGEMENT

Appian provides a single unified platform centered on case management, intelligent business processes and a unified view of data for comprehensive, innovative customer engagement. With Appian, you can connect, extend, or replace components of contact center environments to quickly modernize customer contact capabilities. The result is a unique, flexible system fit to compete and win against your competition now and into the future. Adopting a case management approach empowers enterprises to deliver seamless customer experiences while enabling greater innovation across the business. With Appian, your organization can focus on evolving its processes and operations to anticipate and deliver on future customer expectations, before those needs are even actualized.

WHY CASE MANAGEMENT?

Appian Case Management is used by customer service teams across the entire customer journey. A new case is created when a Customer Service Rep (CSR) starts an interaction with a prospect or customer and handles the process end to end — from on-boarding to life-time servicing, handling account disputes, collections and complaints. Real time updates help ensure a seamless experience for the end-customer during the live CSR interaction.

Learn how leading global enterprises harness Appian's Case Management capabilities to create impactful change:

- **Target Group**, a leading software and service provider that manages lending, investment and insurance portfolios achieved 80% reduction in customer service processing time through a custom remediation program solution delivered in 2 weeks

- **A global investment banking, management and securities firm** reduced processing time by 85% with manager escalations reduced by 80%, impacting a significant reduction in operating costs and manual controls, as well as delivering faster training to Customer Service Representatives due to intuitive graphical user interface and simpler training systems

- **Aviva**, one of the UK's largest insurance companies, achieved over 40% cost savings in operational services with 22 systems consolidated to 4 synergistic Appian applications and 9X acceleration in customer service response times

Realize the benefits of Appian to transform your operations and build an intelligent customer engagement center. Learn more at: appian.com/case-management

FORRESTER®

Appian, a leader in Case Management according to The Forrester Wave: Dynamic Case Management Q1 2016 Report

Appian

Appian provides a leading low-code software development platform that enables organizations to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and competitive differentiation.

For more information, visit www.appian.com