



BUSINESS MOMENTS: COMPLAINTS

Transform your complaints process with I2V Business Moments: Complaints built on the IBM Digital Automation Platform and IBM Watson Services

Background

With the rapid adoption of technology in the last decade, there has been a fundamental shift in customer expectations. Customers want a more efficient service than ever before. How you deal with your customers is central to your success.

Insight 2 Value is a Digital Business Automation specialist with decades of experience helping customers in financial services, insurance, banking, retail and utilities industries. Bringing best-practice ideas to the design, Insight 2 Value has created an innovative, enterprise-class complaints management solution built on the market-leading Digital Business platform from IBM and IBM Watson Services for added cognitive intelligence.

Business Moments

I2V Business Moments is a family of solutions from Insight 2 Value. We regard a "business moment" as a critical opportunity for a business to respond - the catalyst that sets in motion a series of events and actions involving a network of people, systems and tasks.

How you handle a business moment e.g. a complaint, subject access request, data breach or fraud incident, can reflect the organisation's overall approach to customer engagement with resultant implications for net promoter scores and customer churn.

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Key Advantages

Your customers are at the heart of the solution

You can reduce customer effort by meeting their expectations in a single consistent engagement across the customer journey.

Your employees are empowered

- All inbound communications from your customers are brought into one in-basket for complaints handlers to respond
- Your employees can be more productive by eliminating repetitive tasks with robotic process automation
- Your complaints handlers are given decision-making guidance and the power to make ad hoc decisions in a safe and secure way

Speed of deployment and modular rollouts

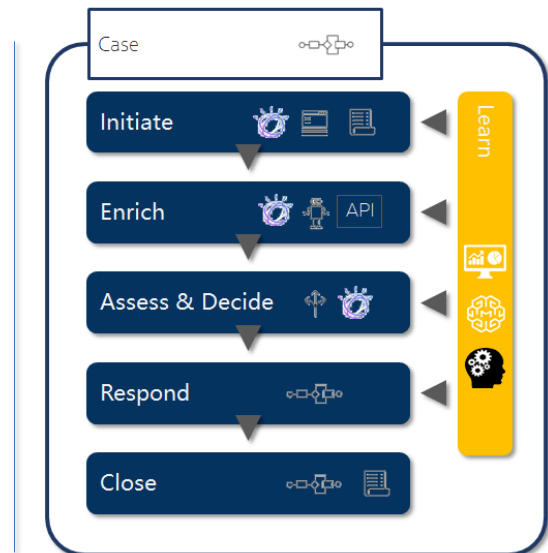
A modular platform makes it easy to get started and then scale the solution to meet your needs, building in additional capabilities once your base solution is up and running. These include Robotic Process Automation, Decision Engine support, Business Automation Insights as well as Artificial Intelligence services from Watson.



Specialist
Digital Business Automation



Anatomy of a complaint



Automation in Complaints Management

Many tasks associated with the complaints process are repetitive and mundane. They usually begin with identifying relationships that exist with the complainant - a task which could involve looking into several applications across multiple lines of business. Using the I2V Business Moments solution, repetitive human tasks can be automated and easily changed using web services calls or robotics without having to depend on expensive and often overburdened in-house IT resource. Automation removes human error from processes and frees up complaints handlers to focus on the tasks that matter.

Optimise decision making with Operational Decision Management

The I2V Business Moments solution uses IBM's comprehensive Operational Decision Management platform to help you discover, capture, analyse, automate, govern and manage repeatable business rules to optimise decision-making across your organisation.

Anyone can work with it, from IT to business-line leaders. In seconds, it can authorise a write-off against a complaint or decide on an escalation.

With Operational Decision Management, your complaints management process will continuously remain current and aligned with your organisation's changing business objectives.

Capture, visualise and act on operational data

I2V Business Moments harnesses IBM Business Automation Insights, the platform-level component that provides visualisation and insights to business owners. It feeds a data lake with business automation data that can be used to infuse artificial intelligence into IBM Digital Business Automation. It lets you capture all the events generated by the platform's operational systems, aggregate them into business-relevant key performance indicators (KPIs) and present a meaningful, real-time view of business operations.

IBM Business Automation Insights lets you take advantage of the valuable data generated by operational systems, to apply analytics or machine learning algorithms that add intelligence to the platform, and provide guidance to complaints handlers and business owners. As a result, your organisation will have insights into complaints data that previously would not have thought to have been possible.

For more information, or to arrange a demo, please email enquiries@insight2value.co.uk