



SOA for a Customer Centric View Application

IT Enterprise Architecture Practitioners Conference - Mumbai

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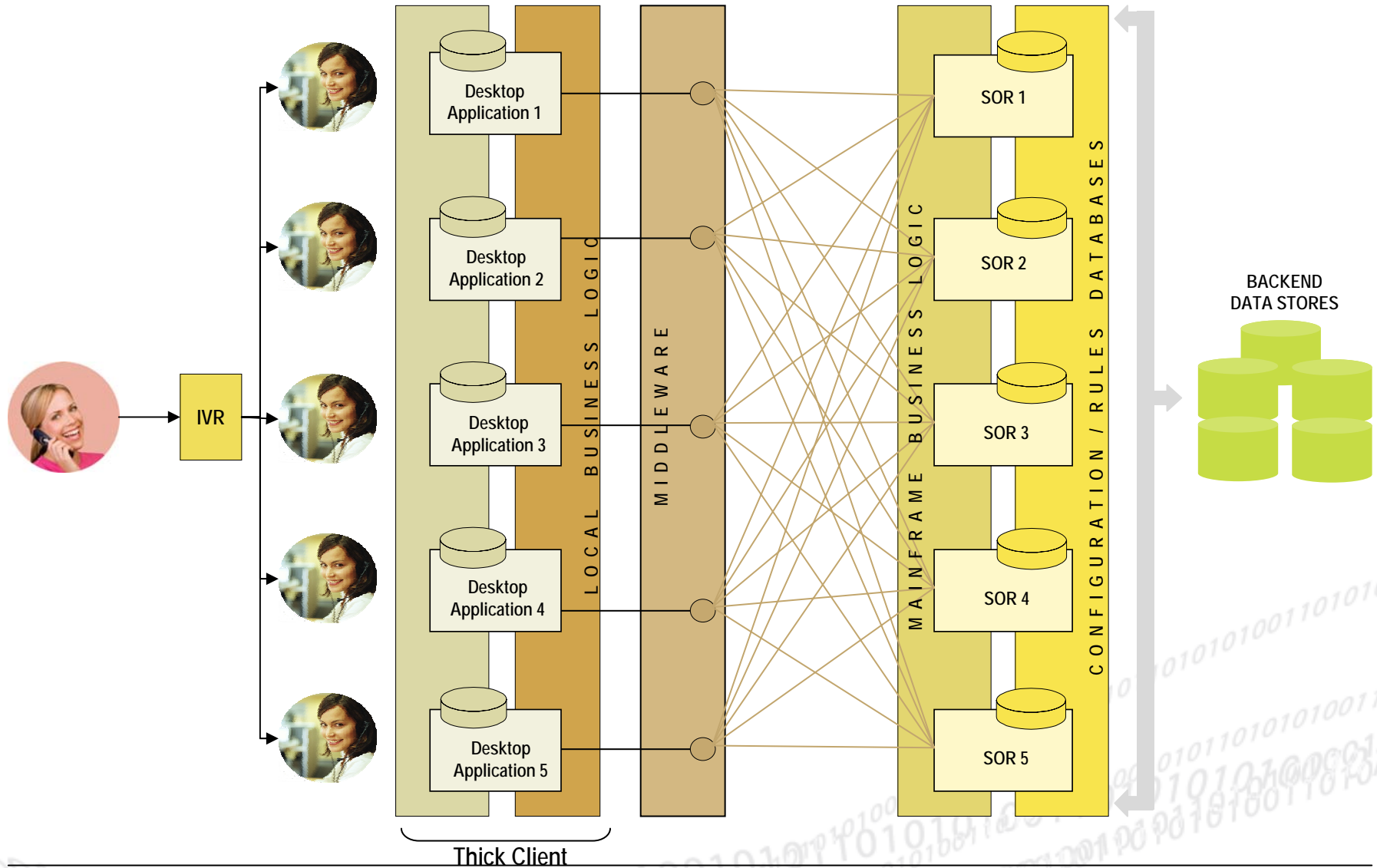
Agenda

➔ Typical Call Center Applications

Moving Towards SOA
Desires (Functional & Technical)
Challenges
Solution Overview
Critical Success Factors
Future Deployment

Q&A

Typical Call Center Application



Current Pain Areas

- System complexity constrains rollout of uniform business policies across the enterprise
- Decision making capabilities are limited due to fragmented and disparate data
- Customer calls are routed across multiple Business Units in a single session resulting in longer call times and customer dissatisfaction
- Front Office/Operations constrained to manage at a business unit level resulting in inconsistent customer experience

Current Pain Areas

HIGH AVERAGE HANDLING TIME



LOW SALES CAPACITY

Multiple Applications

Varying Processes

Switching calls

Account Centric Look-up

Work force deployment

Help Desk Support

Decentralized Correspondence

Learning curve

Customer reach-out

Customer needs assessment

Offerings advice

Cross sell/Up Sell

TIME SPENT
SERVICING

TIME SPENT
SELLING

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Typical Call Center Applications

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Moving towards SOA – Desires (Functional)

Customer

- Move to customer centric paradigm from account centric view
- Integrate multiple accounts across multiple products into single customer account relationship view
- A single window service (Enterprise Wide) -- Provides capabilities to update information on multiple products with a single customer interaction
- Better Customer Experience

Operational

- Faster Time to Market
- Increase revenues by providing new-sales, cross-sell and up-sell capabilities
- Deliver the ability to monitor and manage risks
- Increase operational efficiency

Employee

- Enhance Job Satisfaction
- Work Sharing provides greater Job variety – Increased Responsibilities and Customer Variety

Moving towards SOA – Desires (Technical)

- Role Based Service Offerings
- Portal Services
- Reusable Business Services across Verticals
- Rule Engine based Applications (Easy to Customize)
- Reusable Business Processes and Business Flows (BPEL Compliant)
- Intelligent Routing

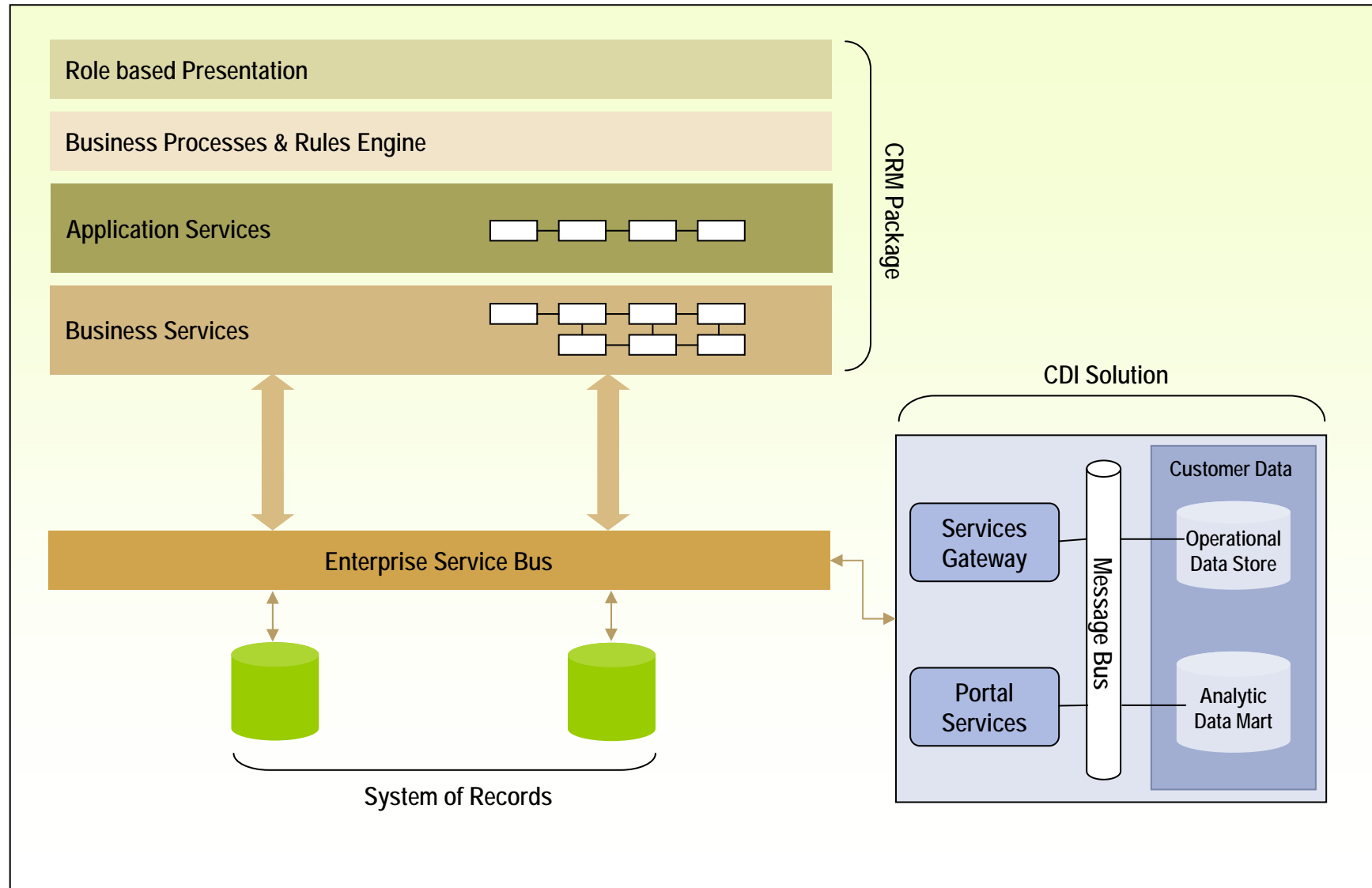
Challenges

- Performance of Application – Current Desktops respond in lightning speeds
- Communications between system of records to deliver messages where account “lives”
- Create channel agnostic business processes enabling standardized co-ordination of business logic
- Develop a industry standard rules management system to be applied consistently (reused) across business functions (currently in silos)
- Telephony Integration with existing and future telephony environment
- Single sign-on implementation across systems/data sources
- Minimize number of individuals and systems required to maintain and administer user entitlements
- Co-existence of existing systems and current implementation in production
- The system needed to be flexible enough for deployment across LOB’s, where processes, products were subject to change
- Design must account for any future acquisitions and timely integration of acquired data sources

Key Highlights of Solution

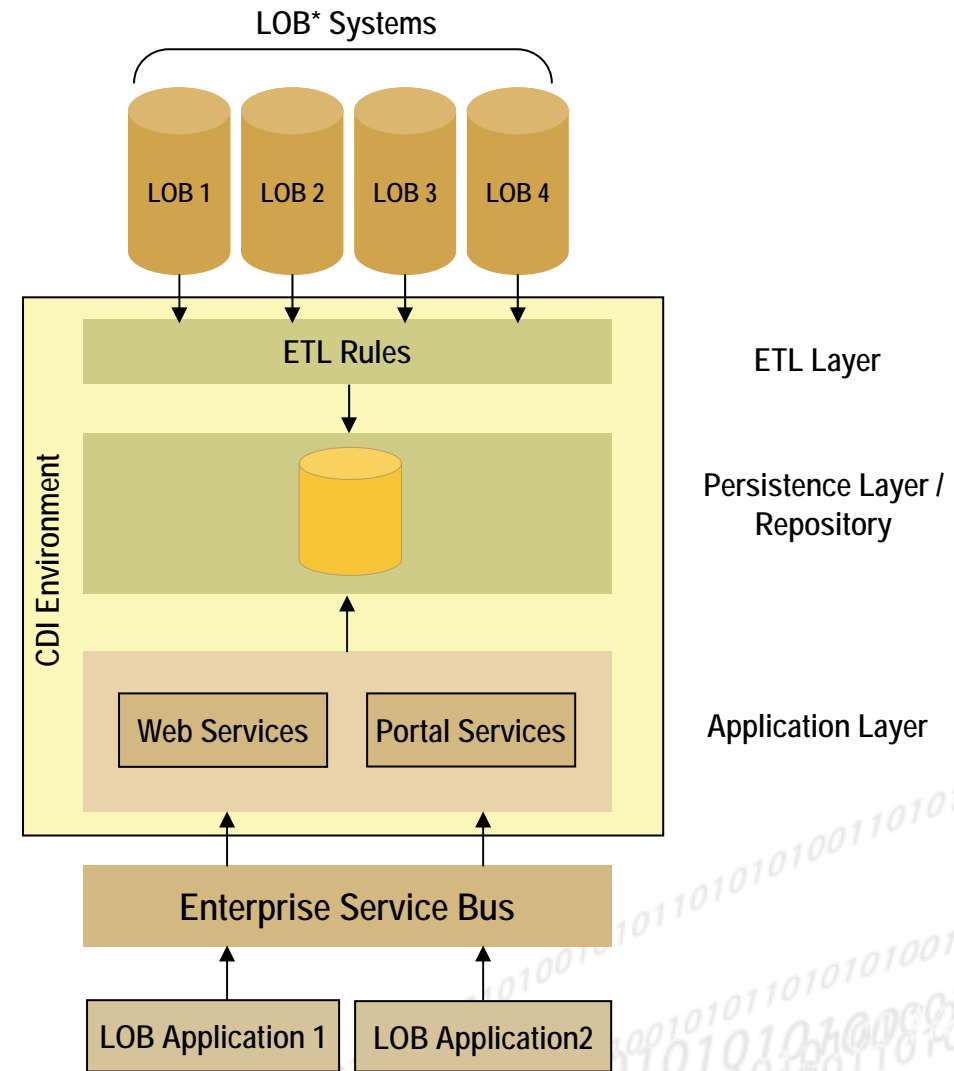
- Leverages existing data processing and persistence capabilities of legacy systems by exposing them as services
- Provides unified services for backend data management that will be available across the enterprise
- Replicate less volatile master file data for performance and to reduce cost of accessing 3rd party products and channels
- Provides uniform Customer Data Architecture ensuring data integrity across applications (Data model transition from Account-centric to Customer-centric)
- Persistent view of customer across products is a key to success
- Provides dashboard reporting capability
- Provides a configurable UI that can respond quickly to business changes
- Designed to accommodate de-coupling of systems and data sources
- ESB plays key role in data integration, transformation and routing

Implementation Tech Stack



CDI Solution Highlights

- Data that is relevant for Customer view are maintained in CDI Environment.
- Data Management is coordinated across the enterprise
- Responses to requests coming from different channels to be close to real-time
- Identify synchronous and asynchronous mechanisms between LOBs and CDI
- Architected to support global scalability



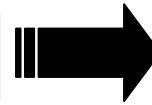
* LOB – Line of Business

Critical Success Factors

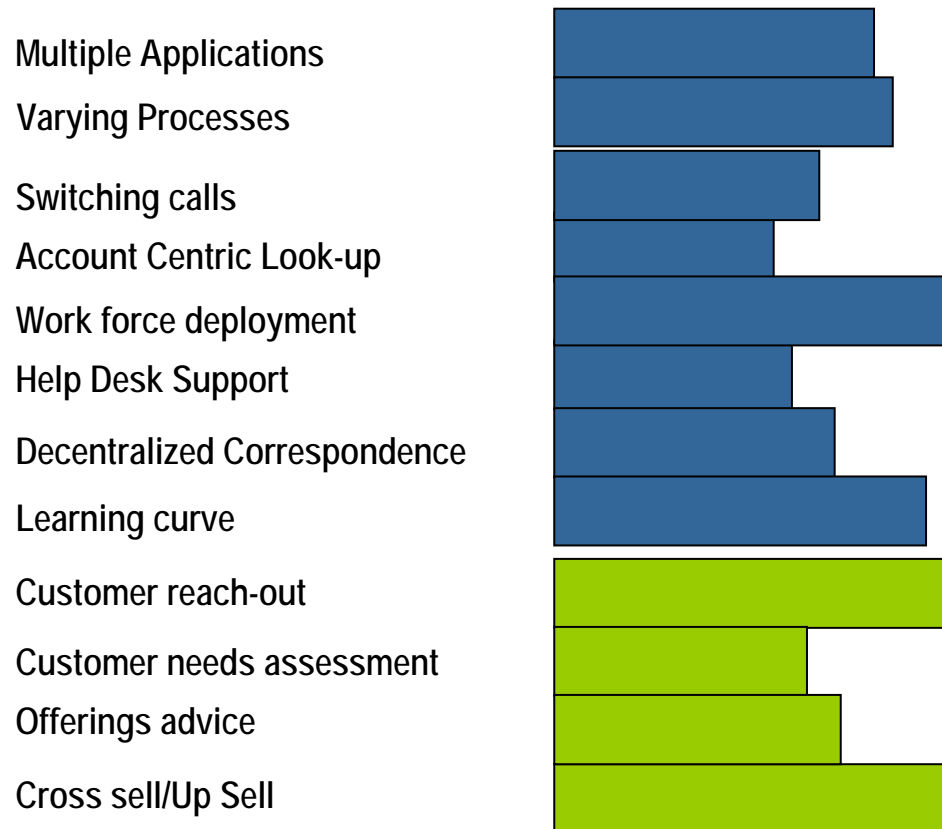
- Proper gap analysis of the CRM product needs to be done to assess the extent of customization, extensions or new development is required
- A pilot implementation with a complex business offering will enable in identifying the limitations in the products or architecture
- Data modeling or mapping has to be done before the development starts
- An effective SOA messaging architecture should be defined to utilize as re-usable and standardized message structures and data vocabularies
- Caching strategy for the data needs to be identified during the architecture definition stage
- Service endpoints and any common reusable framework components like logging, error handling have to be done before the implementation is started

Moving towards SOA – Desires

REDUCE AVERAGE HANDLING TIME



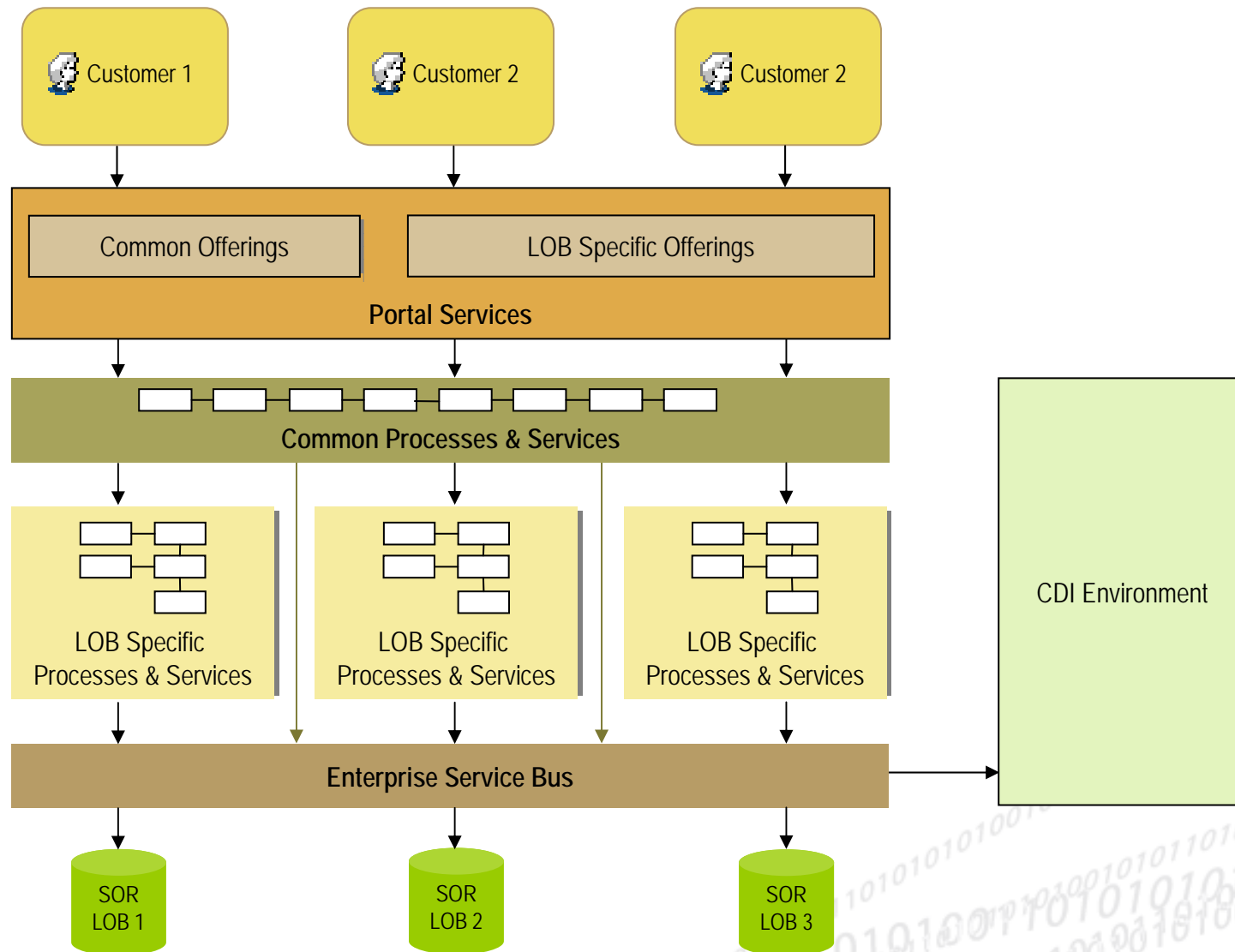
INCREASE SELLING CAPACITY



TIME SPENT SERVICING

TIME SPENT SELLING

Future State of Deployment



Thanks for your time

