

# CUSTOMER SERVICE ACCELERATOR

DELIVER A RICHER EXPERIENCE ACROSS ALL CHANNELS

CSC



# DELIVER A RICHER EXPERIENCE ACROSS ALL CHANNELS



Deliver Superior Customer Service

Reduce Costs

Enhance Customer Relationships

Extend Self-Service to Producers and Consumers

Reduce Training Time

Eliminate Errors

## MEET THE CHALLENGE TO IMPROVE SERVICE WHILE LOWERING COSTS

The demands on service and support operations have changed radically. Your producers and customers expect to interact with your company in multiple ways, and they want instant gratification — not handoffs. In today's highly competitive market, you must ensure fast, consistent service, regardless of the channel or reason for the contact. And those contacts are now coming from an increasingly wider range of sources — including online self-service inquiries, e-mail, Web chat and mobile devices — in addition to contact centers and back offices.

Most insurers operate multiple policy administration systems that often support individual product lines, increasing the complexity of providing immediate, once-and-done responses. But what happens when producers want to see all their policies or contracts across multiple product lines? And as Web 2.0 technologies and innovation expand the number of service channels available, are you struggling to meet your producers' and customers' expectations?

Customer Service Accelerator® is Web 2.0-based software that integrates customer servicing functions across all of your interaction channels, including a common front end for your contact centers and back office, and portals for employees, producers and policyowners. Customer Service Accelerator can be deployed as a rich, consolidated front end for multiple back-end systems, or as components implemented as part of your customer relationship management (CRM) or business process management (BPM) strategies.

Stand out in a competitive market while lowering your operating costs with features that enrich the service experience:

- A role-based front end for contact center and back-office processing
- Self-service capabilities through multiple channels, including portals, Web chat and mobile devices
- Customer-centric and producer-centric processing and reporting
- Integration with multiple policy administration and CRM systems and portals.



# RESPOND INSTANTLY TO CUSTOMER REQUESTS

## PROVIDE IMMEDIATE ASSISTANCE ACROSS ALL CHANNELS

Customer Service Accelerator helps you manage increasingly diverse communication channels for consistent service regardless of the method of contact. All interactions — including e-mails, phone calls, Web chats, online service requests, correspondence and interactive voice response (IVR) — are centralized and provided in a composite view, making it easy to understand customer needs at any point of contact. Additionally, Customer Service Accelerator's unified communications and collaboration infrastructure enables the servicing of inquiries and transaction requests from any channel, which helps to avoid delays and unnecessary transfers.

## GAIN A CLEARER CUSTOMER VIEW WITH CONSOLIDATED CUSTOMER RELATIONSHIP DATA

Customer Service Accelerator consolidates all required relationship information located throughout your administration and CRM systems. Information obtained across various systems gives service representatives insight into each producer's and customer's unique situation, no matter where the data resides. The system also protects your customers' privacy by maintaining details such as best contact times, authorizations and passwords.

Customer Service Accelerator documents all changes made during service contacts. In the contact center, your service representatives can record comments anytime during a call and include wrap-up data about the call outcome and caller attitude. This detailed information is associated with the customer's file, and retained and displayed in the contact history for a comprehensive view of the relationship.

## Leading Insurer and CSC's BPO Operations Simplify Customer Service Across Multiple Systems

A large North American life insurance company needed to upgrade its systems after completing a major acquisition. Processing 1.7 million policies across multiple systems in several states, the insurer chose CSC's Customer Service Accelerator to give call center and back-office employees a common front end — no matter what systems they access on the back end.

Customer Service Accelerator is proven in large, complex processing environments. The system is used by CSC's global business process outsourcing (BPO) operations in the United States, South Africa and India, supporting 3 million policies and consolidating information from four back-end systems.





# GIVE YOUR CUSTOMERS MORE OPTIONS

**CUSTOMER SERVICE PORTLETS** – secure role-based Web access to policyowner and producer self-service with familiar look and feel, personalization and live chat help

**THIN-CLIENT FRONT END** – common interface to integrated systems with views for call center, back office, and producers and policyowners

**BUSINESS PROCESS MANAGEMENT** – integration of BPM, workflow and CRM, extending systems to deliver comprehensive real-time service functions

**EASE OF INTEGRATION** – industry standards and open architecture, facilitating integration with any administration system

## TAKE SELF-SERVICE FOR PRODUCERS AND CONSUMERS TO THE NEXT LEVEL

Customer Service Accelerator readily integrates with your Web portal to enable secure customer and producer transactions over the Internet. These self-service features inherit the look, feel and personalization properties of the portal in which they are displayed. If a policyowner or producer needs additional assistance, a live chat feature provides immediate aid. By offering an easy escalation point for personalized service, you can put the human touch into your self-service options and ensure your customers and producers get the help they need.

## FUTURE-PROOF YOUR CUSTOMER RELATIONSHIP MANAGEMENT

Web 2.0, social collaboration websites, and advances in mobile technologies, including presence-based and location-aware applications, are rapidly altering the life and annuity servicing landscape. Web 2.0 technologies such as Ajax and services mashups are transforming the way business applications are built and assembled. Customer Service Accelerator has a componentized service-oriented architecture (SOA) foundation for rich Internet applications, and is continuously enhanced to take advantage of the latest advances in technology. Its vendor-agnostic enterprise Java framework provides maximum flexibility.

## DRIVE EFFICIENCY AND REDUCE ERRORS

Unlike other systems, Customer Service Accelerator integrates with BPM and workflow to provide dynamic work management capabilities such as scanning and imaging, work assignment, routing and prioritization, and allows you to manage activities with multiple systems. With BPM and workflow, back-office requests are automated and follow-up tasks are tracked and addressed via the best possible contact channel. Multiple systems, including CRM systems, can be updated as needed.

# NAVIGATE MULTIPLE SYSTEMS QUICKLY AND EASILY

## EXPAND AND ENHANCE THE SERVICE EXPERIENCE

A major barrier to improving service is having to train employees on multiple policy administration systems. The browser-based, thin-client front end provides views to meet the needs of contact center and back-office staff and provides a user interface that masks the complexity of navigating multiple systems. Customer Service Accelerator reduces call times and helps service representatives make updates and perform other business functions without handing off tasks to the back office. Computer Telephony Integration enables inbound and outbound call processing, screen pops and soft-phone capabilities.

A barrier to self-service is integration, which must be achieved with every administration platform to be effective. Customer Service Accelerator provides a single, uniform way to connect to those systems, resulting in a consistent service experience.

Customer Service Accelerator orchestrates business processes across diverse systems, locations and lines of business, creating a single process for business functions regardless of the back-end environment. Service requests are routed based on business drivers — not the limitations of systems or training.

## CENTRALIZE CLAIMS PROCESSING FOR SPEED AND ACCURACY

The claims management component provides a complete solution for death, waiver, disability and specialty claims, such as critical illness and long-term care insurance. The Web-based front end easily integrates with policy administration and other systems to give users a common look and feel for multiple types of claims. Claims staff can process claims quickly and accurately, eliminating most paper-based tasks and helping ensure regulatory compliance. When combined with the customer servicing functions, you can provide centralized customer, policy and claims information for your contact center and back-office staff. You can expect to improve productivity by at least 15 percent and as much as 50 percent, depending on your product portfolio and level of automation.

## OPERATIONAL BENEFITS

- Provide Personalized Web Services with Integrated Live Chat
- Improve Service Response Times
- Simplify Processing with a Common, Easy-to-Use Front End



# BREAK THE BARRIERS TO PROVIDING SUPERIOR SERVICE

## TECHNOLOGY BENEFITS

- Simplify Integration with an Industry - Standard Approach
- Benefit from Advanced Reference Architecture
- Implement the Full System or Individual Components

## INTEGRATE MULTIPLE SYSTEMS

Built on CSC's proven service-oriented architecture, Customer Service Accelerator surrounds and extends existing back-end processing systems and integrates with CRM software and BPM technologies to enable business process integration. Its integration engine, based on ACORD industry standards, supports the data transformation and mapping of ACORD TXLife specifications. It works with any type of administration system, and includes pre-built adapters and mapping to CSC's CyberLife®, VANTAGE-ONE® and Wealth Management Accelerator®.

## GAIN INSIGHT INTO EMPLOYEE PERFORMANCE AND CUSTOMER TRENDS

To provide high-quality customer service, you must be able to monitor work status and the performance of service representatives and back-office processors. Customer Service Accelerator's reporting capabilities extend well beyond the features offered by traditional administration, workflow and telephony systems.

In addition to providing comprehensive productivity reports, Customer Service Accelerator extends existing CRM systems to provide a more comprehensive view of customers and their contact histories, and the ability to service their most immediate requests. You can access reports by user, such as the number of calls and business requests handled by each employee; and by activity, such as number of activities by type and average processing time. You can also generate reports on customers based on criteria such as the number of total contacts or number of contacts by ZIP code. Customer and contact history reports can include demographics and a wide range of ad hoc capabilities.

## RAISE YOUR SERVICE LEVELS, LOWER YOUR COSTS

Customer Service Accelerator can improve the responsiveness and efficiency of your customer and producer service operations and simultaneously support service improvements by expanding the ways your company can provide service.

Take advantage of new opportunities for enhancing interactions across all channels — rather than simply managing service calls and back-end processing. You'll lower your operating costs and provide the superior service your customers demand.

**For more information about CSC's Customer Service Accelerator, call 800.345.7672 or send an e-mail to [inforequests@csc.com](mailto:inforequests@csc.com).**

# CSC'S FOCUS ON LIFE AND ANNUITIES

## REACH FOR NEW HEIGHTS IN PERFORMANCE AND FLEXIBILITY

### APPLICATION SOFTWARE

**Solutions for:**

- Customer Service
- New Business
- Predictive Underwriting
- Policy Administration
- Mobile Insurance
- Producer Desktop Services
- Claims Management
- Business Process Management
- Product Development and Configuration
- Business Analytics
- Distribution and Compensation Management
- Legal Case Management

- Data Center Operations
- Voice and Communications
- Disaster Recovery
- Help Desk Services
- Security Services

### BUSINESS AND TECHNICAL CONSULTING

**Solutions for:**

- Enterprise Roadmap
- Business Intelligence
- Enterprise Resource Planning (ERP)
- Performance Engineering
- Legacy Modernization
- Cloud Computing

### APPLICATION OUTSOURCING AND SERVICES

**Solutions for:**

- Implementations and Upgrades
- Conversions and Consolidations
- Development, Maintenance and Enhancements
- Testing and Quality Assurance
- User and Production Support
- Managed Hosting
- Performance Engineering and Optimization

### BUSINESS PROCESS OUTSOURCING

**Solutions for:**

- Active and Closed Block Administration
- New Product Launches and Start-Ups
- Single Function BPO
- Staff Augmentation

### INFRASTRUCTURE OUTSOURCING AND SERVICES

**Solutions for:**

- Desktop Virtualization
- Network Management





**BUSINESS SOLUTIONS  
TECHNOLOGY  
OUTSOURCING**

## **WORLDWIDE CSC HEADQUARTERS**

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## **ABOUT CSC**

The mission of CSC is to be a global leader in providing technology-enabled business solutions and services.

With the broadest range of capabilities, CSC offers clients the solutions they need to manage complexity, focus on core businesses, collaborate with partners and clients, and improve operations.

CSC makes a special point of understanding its clients and provides experts with real-world experience to work with them. CSC is vendor-independent, delivering solutions that best meet each client's unique requirements.

For more than 50 years, clients in industries and governments worldwide have trusted CSC with their business process and information systems outsourcing, systems integration and consulting needs.

The company trades on the New York Stock Exchange under the symbol "CSC."

## **ABOUT CSC IN FINANCIAL SERVICES**

CSC provides mission-critical business solutions, consulting and outsourcing services to leading financial services firms around the world.

We bring more choices to the industry. We help clients plan for business and technology change. We create software, tools and processes to address specific business needs, and we continually enhance those solutions by collaborating with an extensive network of client communities and technology partners.

Our global outsourcing operations give us real-world insight into business and IT processes that deliver the best results for our clients. More than 1,200 major banks, insurers, and investment management and securities firms rely on the experience, ingenuity and leadership of more than 10,000 CSC employees focused on financial services.

**[www.csc.com](http://www.csc.com)**