

Ajira SPM Suite

Solutions for Contact Centers - Multi-Channel Processes

Contact centers running Multi-Channel Business Processes have become more complex. They have spanned numerous channels and are supported by diverse technologies - call routing, email management, text-chat, predictive dialers, workforce management, quality monitoring, automatic call directors (ACD), interactive voice response, voice recognition, and customer relationship management (CRM) systems, to name a few. Sometimes, contact centers provide the only touch points for customers, whether they have questions about products, services, support, order placement or shipment tracking. Many of these business processes originate and terminate in a contact center, but include process steps executed by other departments in a company.

Leading organizations no longer rely solely on traditional call center metrics to manage their performance. They are turning to Process Performance Management solutions that provide a holistic view of operation across all systems, and deliver real time measurements against Service Level Agreements (SLAs) or Industry Benchmarks. These metrics are Efficiency-related (like Average Handle Time, After Call Work Time, Volume of Calls Handled), and Effectiveness-related (like Target Collections Vs Actual Collections or Sales Volume per Agent).

Contact centers running Voice-based Processes are under constant pressure to implement Process Improvement. The first step in this journey is consistent and reliable measurements of Key Performance Indicators against expectations.

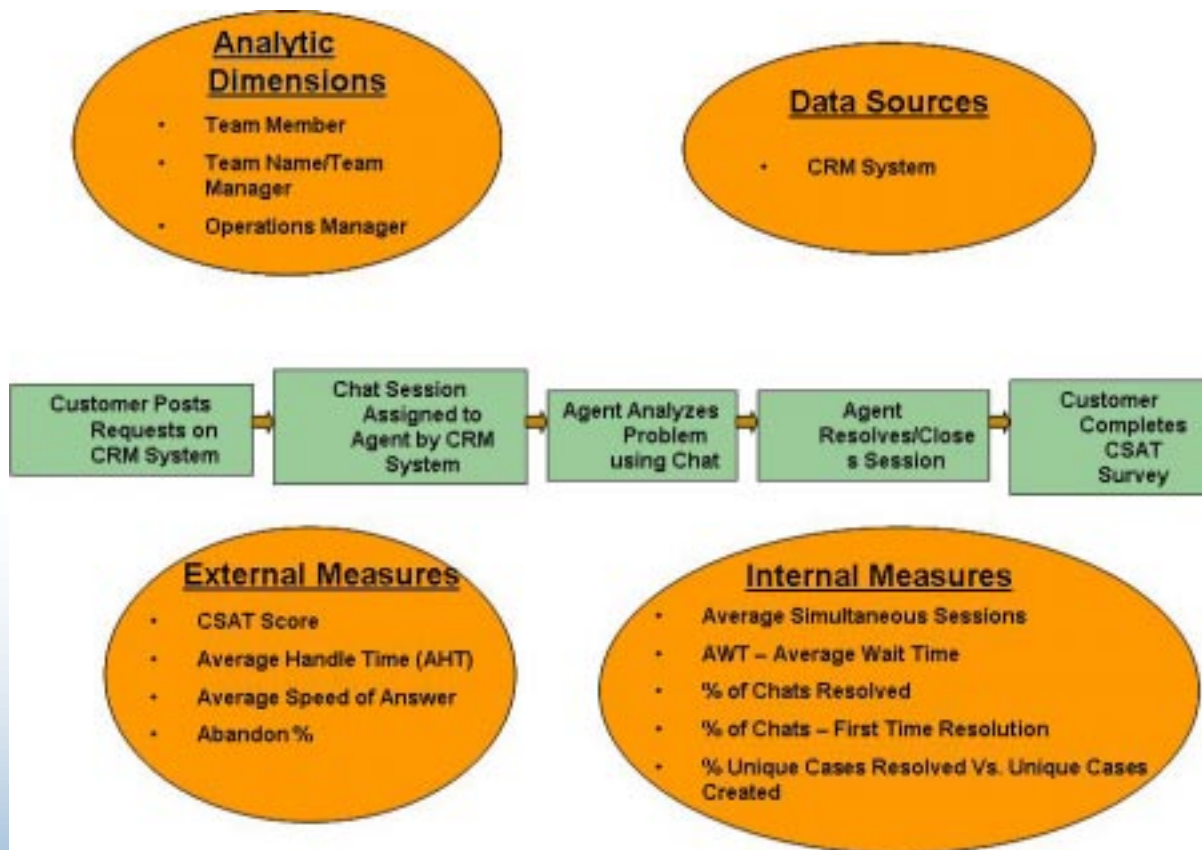
- **Competitiveness** - Stay competitive by providing contact center services that are measurable, consistent, reliable and rapid, whether delivered by internal departments or third-party suppliers.
- **Efficiency and Effectiveness** - Monitor and fine tune your service processes to make them efficient. Address customer satisfaction issues quickly.
- **Continuous Improvement** - By monitoring your service processes continuously, identifying bottlenecks on an ongoing basis and addressing them promptly, pave the way for continuous improvement.
- **Enhanced Quality Control** - Use Six Sigma analysis and other statistical tools provided by the Ajira SPM suite to enhance your quality control efforts.
- **Cost Savings** - Constantly evaluate your service processes and eliminate unnecessary and redundant steps, saving you time, resources and money. This is perhaps the best return on investment (ROI) you can provide your business.
- **Certification Efforts** - Use Ajira SPM Suite to monitor and capture 100% of contact center transaction information, perform trending and document process improvement efforts effectively. Many certification efforts such as ISO 9000 and COPC (Customer Performance Operations Center) may be accelerated with the use of Ajira SPM suite.



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The Challenges

- Ensuring consistent, reliable, and rapid end-to-end service process performance when dealing with departments outside the contact center or parties outside the company.
- Monitoring process execution in real time and stepping in to take corrective action when KPIs are off track.
- Obtaining clear insights into efficiency and effectiveness bottlenecks and addressing them.
- Minimizing the effects if external service partners perform inadequately
- Identifying the most crucial areas for performance improvement, while maintaining areas that are already performing well. Contact center outsourcing vendors and buyers are as focused on long-term process improvement as process execution.
- Ensuring the collection and storage of process transaction information, trending data, and process improvement effort reports for certification efforts such as ISO 9000 and COPC (Customer Operations Performance Center).



THE AJIRA SOLUTION

The Ajira Service Process Management (SPM) Suite addresses these challenges effectively. It offers the following capabilities:

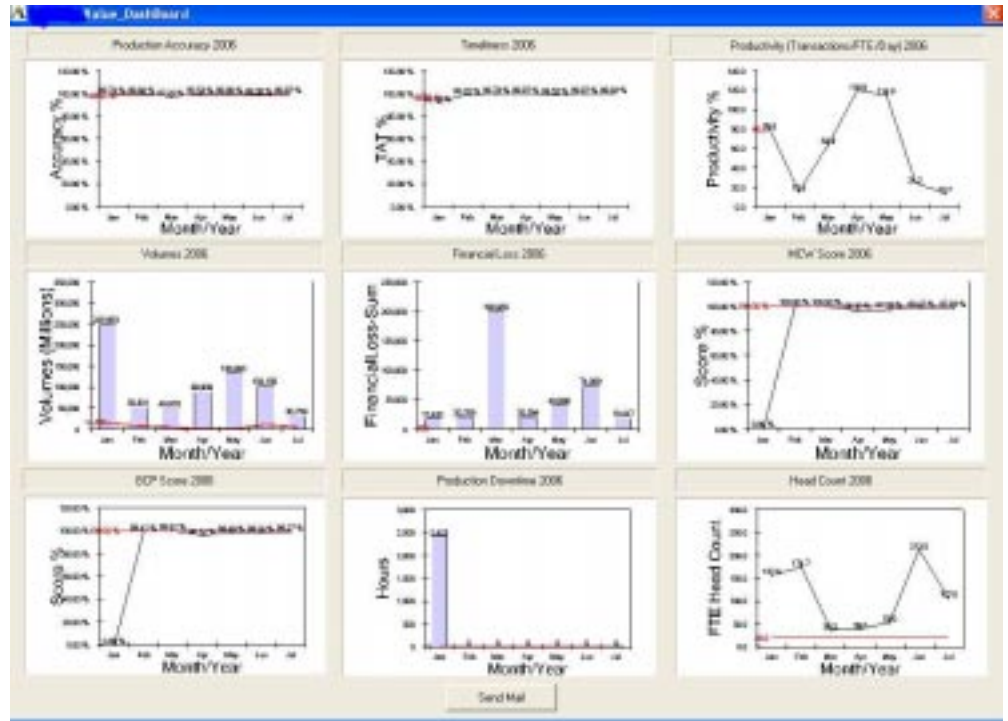
- **Process Modeling, Monitoring and Messaging** - The Ajira Process Modeler component of the Ajira Service Process Management (SPM) suite can model the back-office processes executed in terms of Key Performance Indicators (KPIs), monitor them in real time and compare them to Service Level Agreements (SLAs) or Industry Benchmarks. If certain process steps or KPIs are out of step, the SPM can send e-mail alerts or provide constantly updated web-based real-time reports to the appropriate people.

- **Process Reporting and Analytics** - The Ajira Process Analytics module of the Ajira SPM suite helps create two major types of reports - Graphical and Slice and Dice Pivot Table Reports. Graphical reports can be Dial Charts, 2-D or 3-D

Graphs, Dashboards can be created out of the Dial Charts and Graphs. Standard reports and trending graphs can be emailed automatically at pre-specified intervals, or posted on an intranet as HTML reports. You can also generate ad-hoc reports for any duration of interest. Pre-built report templates and analytics reports help you get a head start on creating or tailoring the reports that are useful to you. You may be interested in tracking and following how many customer calls were closed within say, 24 hours-- during the last 3 days, last week, last month or last quarter. Or you might want to know how calls went between the 1st and 15th of this month as compared to the 1st and 15th of last month. The Ajira SPM Suite can help you find out.

- **Slice-and-Dice Reports** - You may be interested in analyzing your process teams in case they need additional personnel, or you might want to know, based on performance, which of your agents needs additional training. The Ajira SPM Suite helps you perform Multi-Dimensional Analysis on the performance of your back-office processes, data processes, and even very fine-grained analyses.

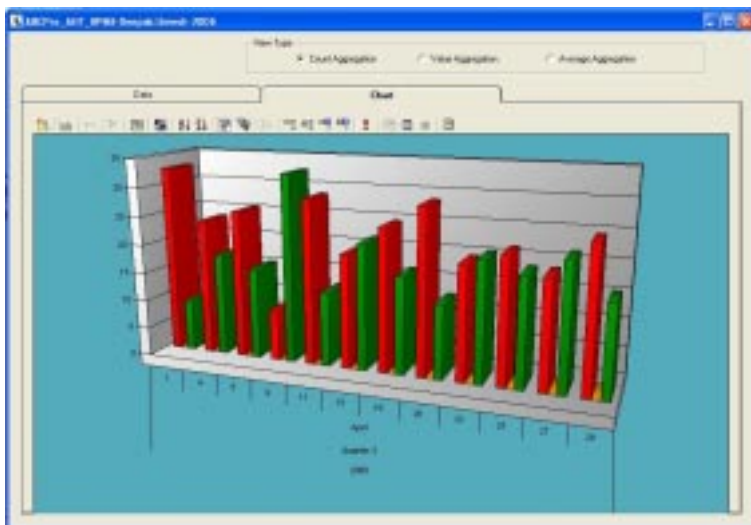
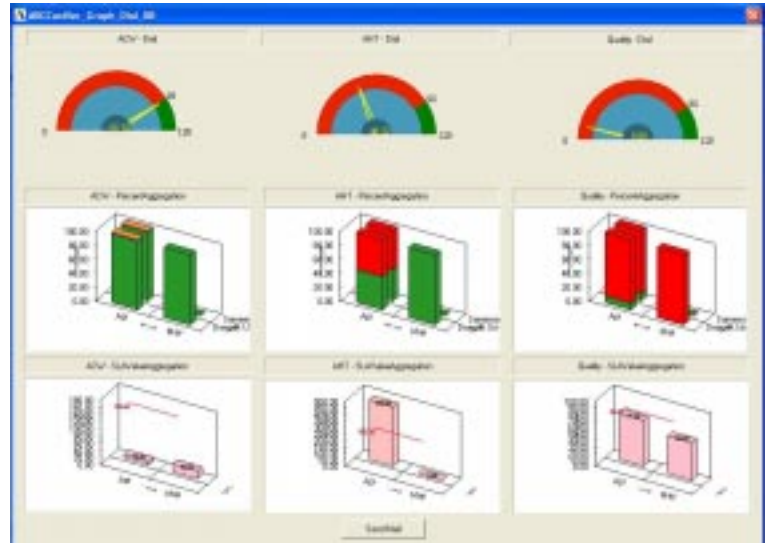
- **Six-Sigma, Lean, Continuous Process Improvement Analyses** - The Ajira SPM Suite helps you in your current or new Six Sigma efforts, especially in providing the necessary data for the analysis and improvement of service processes. Six Sigma, Lean and Continuous Process Improvement efforts benefit from actual data gathered from business process operations, rather than assumptions and simulation.



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Features:

- Monitoring Service Process events from multiple sources - Backend Databases through Querying or Virtual Triggers, Data Dumps, Spreadsheets, Publish/Subscribe mechanisms, and XML/Text formats.
- E-Mail Notification to individuals or mailing lists, multiple levels and modes of escalation supported.
- Web-Based Reporting and Custom Template designs, Single Sign-On and Role Based Permissions.
- Standard, Ad-Hoc and Slice-and-Dice Analytics.



Server Requirements

- Operating Systems Supported – Microsoft Windows
- Data Storage – Microsoft SQL Server
- Application Servers – Microsoft Internet Information Services (IIS) and Microsoft Share Point



For More Information

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