



DELPHI GROUP

SNAPSHOT

# Customer-Centricity

Automated Work Distributor (AWD)  
From DST Systems

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## A Shift to Process Fundamentals

In the New Economy, customers rule. Businesses today must operate in a customer-centric fashion, executing faster and with greater efficiency than ever before. Managers are realizing they are no longer in the business of designing products, but instead designing superior end-to-end customer experiences. Customers interact with organizations at several different touchpoints, thus creating the challenge of managing a customer across mediums. If an organization does not know that Joe Smith e-mailed them about a problem two weeks ago while they are on the phone with him today, Joe Smith may take his business elsewhere.

Workflow automation involves intelligent routing and tracking of information based on predefined organizational policies. It emphasizes the importance of the process as a container for information, combining rules which govern the tasks to be performed and coordinating the transfer of the information required to support them. Enterprises are beginning to notice a proliferation of channels through which their customers want to transact business with them. Yet their approach to managing these channels is uncoordinated.

The challenge of managing business processes and workflow is very apparent in the customer service arena. In theory, a customer service representative (CSR) should know everything about a customer's history with the organization when that customer calls in. In practice, this holistic view of the customer has been difficult to achieve. Part of the problem has been managing the workflow and processes that drive customer service. Recent cross-industry research conducted by Bain and Company indicates that average customer net present value can be increased by 35-95% with only a 5 percentage-point increase in customer retention. DST Systems is a company that understands the importance of workflow and its relationship to customer service. Its Automated Work Distributor (AWD) product is specifically targeted to customer service applications and focused on arming CSRs with the necessary information to provide superior service.

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## DST AWD Highlights:

*Automatic customer inquiry distribution based on business rules and CSR skill set*

*Pre-integrated solution for work management, customer service, automation, and eCommerce*

*Pre-integrated modules for multiple customer interactions, i.e. voice, e-mail, fax, Web*

*Thin or thick client*

*"AWD/NetServer" middleware utilizing XML to support business object-processing*

*Image and document management; forms recognition; and OCR/ICR for data extraction*

*AWD/RIP (Report Import Processor) automatically extracts index information from electronic data*

*Out-of-the-box reports*

*Also offered on ASP basis*

*Runs on Sun Solaris, Windows, and IBM iSeries platforms*

*Built on relational database; supports Oracle*

## A New Age of Customer Service

AWD from DST Systems captures e-mail, Web contacts, calls, faxes, paper mail and electronic transactions and automatically applies pre-defined business rules, routing customer inquiries to the appropriate staff or to automated systems. AWD consists of several modules that together can help to create a complete knowledge management environment.

AWD is differentiated by the fact that it is pre-integrated to include several modules of functionality. All customer contact channels (voice, e-mail, fax, Web, mail) are pulled directly into the workflow. This results in the CSR having a holistic view of the customer. The AWD/Contact module allows a CSR to see a customer's complete history all in one simple Graphic User Interface (GUI). Because all of the information is housed in one common system, the CSR does not need to waste valuable time pulling up different applications on his/her desktop. The package also offers a thin client functionality, allowing customers flexibility in applying the right user interface to the business need.

AWD features a self-contained server that automates a multi-step workflow, sending information from one module to another without the need for human intervention. Should a human decision or outside system be needed, the server will automatically route the item to the appropriate person or system. AWD incorporates a multi-tier architecture to support business object processing and to allow for increased security measures.

AWD includes out-of-the-box reports and an OLAP enabled data warehouse—a must for any customer-centric environment. Additionally, there are features that automatically extract information from imported data, freeing up CSRs to care for customers. The system also includes imaging and document management technologies. DST also offers the product on an Application Service Provider (ASP) basis, freeing its customers from having to run and maintain the product.

DST believes in its AWD products—the company uses the product in its own processing and contact center operations. DST and its subsidiaries employ thousands of associates who use AWD products to service DST's own customers.

In an age where the customer is king, DST Systems has recognized the challenges that face customer service and developed solutions to make that job easier. DST allows organizations to become customer-centric by automating workflows that affect customer touchpoints. The AWD product wraps communication from all customer interactions, regardless of medium, into one holistic customer profile. 🌸



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