

hp CRM solutions
customer interaction



informed, integrated, multichannel customer interaction

keep in touch with customers

Interacting with your customers has always been important. Now, with the development of the web, customers want to interact with organizations over an increasing number of channels. While everyone agrees it's important to provide multiple contact channels, it can make customer interaction harder than ever to manage across the enterprise.

Organizations need efficient and effective ways to achieve integrated customer contact and to process the wide variety of interactions accurately and efficiently. Managing operating costs, while maintaining high levels of customer satisfaction, is also key.

HP delivers world-class customer service and can help you deliver this same level of service to your customers. And we can do it throughout your organization and within your budget.

with unified customer interaction across multiple channels

HP Customer Interaction solutions are part of a suite of flexible, connected customer relationship management (CRM) offerings. They help you rapidly create the infrastructure to achieve greater customer value and loyalty, streamline customer interactions, and empower decision making across all customer touchpoints.

As your call centers evolve into customer interaction centers, HP Customer Interaction solutions enable you to reliably manage and enrich customer relationships. You can increase customer intimacy and enhance interactions across channels to

- improve customer satisfaction by making it easier for customers to serve themselves
- increase revenue through more efficient customer interactions
- improve retention and loyalty through better service
- manage costs through high-quality e-communication



hp moves customer contact to customer interaction



hp expertise

As a global solution and service company, HP has unmatched real-world experience with internal contact center experience worldwide. Add extensive CRM experience, business process and IT consulting skills, highly integrated intellectual property, and an extensive CRM value chain—and you get HP's unique ability to create connected global solutions.

As a single-source supplier for hardware, software, and services, we also offer increased reliability and accountability—along with a large number of trained people for pre- and post-implementation support worldwide.

one customer, many points of contact

The HP Customer Interaction solution includes the components you need to consistently support and manage customer interactions across channels.

- Contact Center—integrates all of your contact center devices for increased contact center efficiency—enabling IVR self service, and routing contacts and customer data to the right agents.
- Virtual Contact Center—allows you to seamlessly link your centers together into one or more virtual centers to take advantage of increased economies of scale and broader access to dispersed agent skills.
- E-mail Response—makes it possible to fully manage customer e-mail contacts through automated responses to frequently asked questions, or with live-agent responses.
- Web Collaboration—lets agents interact with customers on your website with text-based chat, page sharing, or in combination with telephone voice assistance.

HP Customer Interaction components support the world's leading switch vendors in the traditional telephony or voice over IP (VoIP) technology environments. So you have the flexibility to choose the infrastructure that best suits your needs.

more flexibility and connectivity

HP Customer Interaction solutions are open and extensible—quickly deployed on a highly available, multiplatform infrastructure that meets your needs today and keeps your options open for the most flexibility. Superior scalability lets your solution grow with your needs by supporting increased transaction volumes without compromises in performance, reliability, or user satisfaction. HP mobile frameworks and wireless appliances enable your infrastructure to span and integrate across customer touchpoints and ensure seamless access everywhere, anytime.

HP also offers you the widest choice and best solutions with a broad ecosystem of integrators, service providers, and best-of-breed independent software vendor (ISV) applications preintegrated on a robust and secure multiplatform HP infrastructure.

end-to-end hp experience

To provide flexible customer interaction functionality, HP works with a variety of leading independent software vendors. Leveraging long-standing relationships with these best-of-breed partners, we can offer you the easiest possible integration of your new solution.

Complete HP Customer Interaction solutions offer services to help define your business needs and the infrastructure to run them. HP hardware and value-added software provides flexible deployment for multiple data centers using traditional or IP networks, security solutions, mission-critical support, and services to maintain your personalized solution. In addition, HP financing provides convenient, cost-effective ways to pay for your solution, including HP Utility Pricing that lets you align costs with your business cycles. HP Education offers a wide variety of convenient classes to help you and your staff better use and manage your new solution.

choose reliability for the next generation

Voice over Internet Protocol (VoIP) technology from HP runs over your data infrastructure, so you only need one network. This gives you the flexibility to make anyone part of your call center from anywhere online. Or reconfigure call centers anytime for dynamic moves, adds, and changes.

And because so much is riding on this network, reliability is even more important. HP offers experience in IT, telecommunications infrastructure, and network service provider technologies to give you the reliability and availability you need.

consolidated return on investment

HP Customer Interaction solutions provide real returns on investment. Here are just some of the ways your company will realize them:

- enhance revenues
 - increase up-selling and cross-selling
- improve customer service
 - speed response times
 - provide multichannel support
 - offer quick self-service options
- reduce operating costs
 - infrastructure costs
 - 800 number charges
 - staffing levels
 - costs of moves, adds, and changes



**complete CRM
solutions**



build better relationships with hp

included in the solution

- infrastructure for your always-on business
 - HP-UX or NT servers
 - HP storage products
 - HP OpenView management solutions
 - HP security solutions
 - HP middleware
- industry-leading partner applications
- business and IT consulting services
- HP mission-critical support services
- financing
- education

the results you and your customers demand

Customer interaction solutions from HP can provide improved customer satisfaction levels with reduced wait times, no repeat questions, and right-first-time contact. Increase service availability with follow-the-sun and load-based routing. You'll also get greater customer satisfaction and loyalty with quick, personalized service across all contact channels.

You'll also increase revenue by integrating marketing campaigns that alert the contact center agent of cross-sell and up-sell opportunities. By enabling web customers to contact your customer service department directly to discuss your products and services, your company will have fewer discarded shopping carts.

Dramatically reduce operating costs through more efficient use of agent and contact center resources. You'll see these efficiencies through faster, more accurate interactions with integrated customer contact history across all touchpoints—even extending to branch offices and home agents. Customers can serve themselves through an IVR, and comprehensive reporting features ensure your contact center is running at peak efficiency.

complete relationship management solutions

HP Customer Interaction solutions are part of a complete suite of full HP CRM offerings that can be personalized to your business needs to provide

- HP Campaign Management and Analytical CRM solutions
- HP Sales and Service Automation solutions
- HP E-Commerce solutions

for more information

For more information on HP Customer Interaction solutions, contact your local HP sales representative. Or find out more online at www.hp.com/go/crm.



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Printed in USA. M0602 P/N 5981-1629EN