Microsoft® Customer Care Framework 2008

A Solution to Help Achieve Maximum Benefits With Every Customer Interaction

Microsoft Customer Care Framework 2008 aggregates the information agents need, automates tasks and processes for fast resolution of customer requests, and accelerates training and service resolution time, helping to result in profitable customer care operations.

The Challenge:

In today's complex and competitive business environment, fast, effective, top-quality customer interaction is an essential ingredient for continued growth, competitive advantage, and perhaps even for business survival. Customers want rich, compelling, and courteous interactions and they won't hesitate to take their business elsewhere if they don't get the level and quality of service experience that they expect.

The Solution:

Microsoft Customer Care Framework 2008 (CCF 2008) can help your employees improve the timeliness and quality of their customer interactions and maintain focus on customer needs, while lowering the cost of providing world-class customer care. With CCF 2008, agents handle calls efficiently, in a single session, avoiding unnecessary call transfers and frustrating handoffs. If a handoff becomes necessary, a unique transfer capability in the software retains the information from each customer session. Now you can achieve consistent, high-quality customer service that is designed to comply with corporate standards and regulatory mandates.

CCF 2008 is a solution that supports the rapid, flexible, and cost-effective development and deployment of customer care. Using Web services and workflow, it interfaces with a contact center's existing collection of business applications, linking agent desktops to systems such as Customer Relationship Management (CRM), billing, payment, ordering, trouble ticketing, and knowledge management.

Empowered with CCF 2008, your customer service team will have near-immediate access to the relevant information they need to successfully and efficiently help your customers. CCF 2008 is a standard-based technology that can be easily integrated with existing applications and systems, and provides a flexible architecture that can easily support future integration and the IT needs of customer care.

Key Customer Care Issues:

- Agent productivity, training, and retention costs

- Customer satisfaction, support for interaction channels, and churn prevention

- Application integration complexity and ability to meet business Service Level Agreements (SLAs)

Aggregation, Automation, Acceleration capabilities in CCF 2008:

Integrated Agent Desktop (IAD) is an application used by Customer Service Representatives (CSRs) when helping customers. IAD is a Windows®-based form application that runs on the agent's client machine running Windows XP, Windows Vista®, or Windows Server® 2003 operating system. When a customer contacts the center, whether by phone, web chat, e-mail, or other method, the interaction gets routed to a CSR. The CSR will then be able to access the customer's information through the CCF IAD, which offers an integrated view of the customer with workflow and context/session management, and easily integrates with the existing information systems to answer customer queries.

Customer Self-Service Portal (CSSP) capitalizes on the highly flexible middle-tier information aggregation capabilities. It helps facilitate the creation of a direct-to-customer, self-service channel of communication, and allows content managers and developers to populate portal channels with customer-specific content.

Interaction Server allows CCF 2008 to smoothly integrate voice, e-mail, chat, and other types of communications channels. The Interaction Server architecture and CCF 2008 together allow for smooth integration of communication channels into a unified architecture. Regardless of the channel, the CCF integration architecture remains the same. This is designed to eliminate the need to have point-to-point integration between an agent's workstation and each channel provider.

Enterprise Single Sign-On (E-SSO), along with Security Extensions, provides ways to map a Windows User ID to non-Windows user credentials, and helps enable the use of security protocols across domains.

Host Application Toolkit (HAT) is a new functionality in CCF 2008 that automates tasks and processes for application integration and provides separation between business logic and application controls. HAT offers "out-of-the-box" hosting capabilities for the Win32® and Web applications, and can easily be extended to support other application types. The HAT Automation Manager uses Windows Workflow Foundation to integrate disparate applications through the UI.

CCF 2008 delivers a top-quality customer service experience through a three-pronged approach:

- **Aggregating** customer information into a single user interface
- **Automating** customer interactions for service agents
- **Accelerating** customer service project rollouts protocols across domains

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