

Pivotal Service™

Enabling customer retention and repeat revenue

In today’s saturated markets, the cost of acquiring a new customer has to be spread over several re-purchases. Companies that do not empower their service organization with the applications and tools needed to ensure customer satisfaction risk losing more than just market share.

Increase Customer Satisfaction

Pivotal Service automates the capture, management and resolution of customer service and support requests. Integrated with Pivotal Sales and Marketing, Pivotal Service CSRs gain the tools and information they need to deliver fast, efficient and personalized service that results in improved customer satisfaction and long-term profitability.

Pivotal Service allows organizations to continue increasing customer satisfaction despite tight budgets by providing the right level of service at the right time to the right customers, thereby decreasing costs while creating the kind of customer satisfaction that breeds brand loyalists.

Pivotal Service™ Suite

▶ **Pivotal Service™**

Pivotal eService™

Pivotal Contact Center™

Pivotal Service Analytics™

The enhanced Pivotal Service suite interacts with and complements the Pivotal Applications Suite, which also includes Pivotal Marketing, Pivotal Sales, Pivotal Interactive Selling and Pivotal Partner Management.

Customer satisfaction starts with the handoff from the Sales to the Service organization. Using a common, central database, Pivotal CRM ensures that the handoff is seamless, delivering a consistent customer experience, from the buying cycle to the support cycle. Together with Pivotal eService and Pivotal Contact Center, Pivotal Service ensures that the right customers receive the right level of service at the right time – every time.

Build Customer Loyalty

Up-selling and cross-selling to a loyal customer costs 5-10 times less than acquiring a new customer. Unfortunately, creating customer loyalty is too often easier said than done. By automating customer support, Pivotal Service capitalizes on a key loyalty concept – consistently delivering on customer expectations:

- ▶ Call routing matches each customer to the most appropriate resource
- ▶ Real-time alerts highlight most valuable customers
- ▶ Automated workflow ensures CSRs always understand what needs to happen next to resolve every customer request in a timely, effective manner
- ▶ Escalation management technology automatically escalates incidents in danger of exceeding a customer’s service level agreement

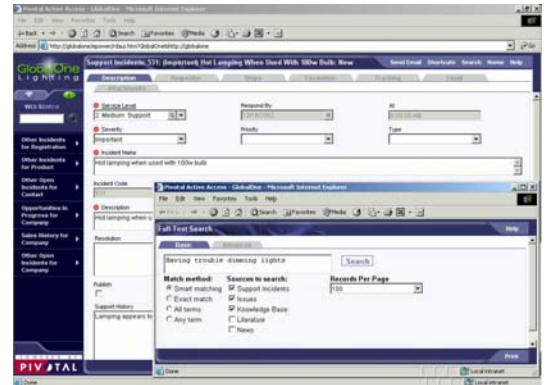
As a result, Pivotal Service enables the kind of superior customer service that leads directly to improved customer satisfaction. Over time, many iterations of Pivotal Service’s automated workflow leads to customer retention, and gives every organization the capability to build customer loyalty for long-term profitability.

Pivotal Service in Action

The Right Resolution for Every Customer, Every Time

No matter where the request originated – from Pivotal eService, Contact Center or Pivotal ePartner, Pivotal Service lets you track and resolve each issue in a timely manner.

Incoming requests are automatically routed to the most appropriate resource; workflow efficiently guides CSRs to successful first contact resolution; escalations occur automatically as the incident approaches its “respond by” time defined in the SLA; and everything is tracked and measured to ensure process consistency and service delivery improvement. Manage, coordinate and resolve all customer requests in a timely manner to improve customer retention.



Decrease Support Costs

Service organizations are under constant pressure to keep customer satisfaction levels high and costs low. All customers demand fast, efficient resolution of service requests, but key to striking a balance between quality and cost of service is understanding the customer’s value and expectations.

Alerts, contract management and SLAs help enforce service delivery obligations, facilitating the routing of incoming queries to the most appropriate channel. Routing MVCs to higher-cost resources most likely to promote customer retention and loyalty, while offering self-service channels to more independent customers allows service organizations to maximize customer satisfaction and optimize resource utilization.

By putting in place a service automation solution to increase customer retention, you can begin to:

- ▶ Increase customer satisfaction via empowerment of CSRs with an easy-to-use application that provides quick access to both historical interactions and a problem-solving knowledgebase to speed request resolution
- ▶ Improve CSR effectiveness with automated service delivery tasks via workflow
- ▶ Maximize CSR utilization by distributing incoming requests appropriately
- ▶ Improve CSR efficiency by automatically creating and updating request records on the CSR’s desktop through incoming email
- ▶ Eliminate duplication of effort through a knowledgebase of solutions to recurring requests/problems
- ▶ Reduce SLA violations with an automated escalation management system that ensures every request is resolved in a timely manner
- ▶ Measure and improve the service organization by automatically tracking the time taken for each individual support step, as well as the time to capture request details

Automatic Routing & Assignment of Requests	Route requests to the appropriate resource or support queue based on customizable business rules. Prioritize requests into ‘hot lists’ so urgent issues are dealt with first. Creation, assignment and notification of support tasks is fully automated. Supervisors can oversee and audit queues for each support team, thereby improving customer satisfaction and ensuring optimal utilization of support resources.
Email Management	Automatically create and update request records on the CSR’s desktop through incoming email, allowing CSRs to focus on handling the request instead of the channel through which it was received.
Contract Management	Generate service revenue and track customer deployments using support contracts and product registrations.

Service Request Management	Automate request processing activities by facilitating the completion of support request forms based on product registration, as well as displaying possible support topics based on product and category. Improve CSR speed, consistency and efficiency.
Problem Resolution	Front-line support representatives can resolve requests immediately by checking the customer's support history, searching issues and referencing the Knowledgebase to quickly gain information on the resolution of similar requests. Minimize time to resolve customer queries and support incidents.
Queue Management	Supervisors can oversee and audit the call queues for each support team to ensure the workload is evenly distributed and efficiently handled.
Service Reporting	Optimize performance based on insight gained from a comprehensive set of 'out-of-the-box' reports. Track adherence to service levels, and enabling improved forecasting and scheduling of resources. Proactively identify problem areas and take corrective action. Track, measure and improve all aspects of the support process.
Knowledgebase	Increase first-contact resolution rates, ensure response consistency and eliminate duplication of effort through a knowledgebase of solutions to recurring requests/problems. Searchable by keyword, product, call resolution, and more. Ensure even new hires can deliver effective support.
SLA Management	Automatically validate support entitlement and generate alerts to ensure CSRs manage requests in strict adherence to service levels. Pivotal Service automatically sets response times for customer requests based on contractual obligations, ensuring no SLAs are missed.
Product Registration	Supports product registration at the single user, multi-user or company-wide levels. Default service levels and maximum applicable service levels can be stored for each. Metered support can be based on number of hours or incidents. Ensure registered users receive the service to which they're entitled.
Escalation Management	Automatically identify and escalate requests that might compromise service levels, using pre-configured business rules. Escalation notification can take many forms, including emails and pager alerts, ensuring that the right personnel can always be reached.
Lead & Order Capture	Enable service reps to easily enter leads, capture orders and manage literature fulfillment requests. Create a profitable service team.
Support Team Management	Record all support steps taken to resolve a support request. Create and maintain employee areas of expertise. Define support teams by product, support contract, or category. Distribute workload based on ability or availability. Maximize team efficiency utilization rate and performance.
Quality Management	Route customer input directly back to the development process. Capture customer feedback to create new and improved products and services.

CRM That Fits Your Business

Pivotal is the only complete CRM platform and application suite that can be tailored to fit the unique requirements of every enterprise. Drive measurable results that matter with CRM that works the way you do.



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