



PROCESS APP SOLUTIONS FOR CUSTOMER-CENTRIC ORGANIZATIONS CREATING A POSITIVE EXPERIENCE THROUGHOUT THE CUSTOMER JOURNEY.

The Transformation to a Customer-Centric Organization.

Companies around the world are shifting away from transaction-focused customer relationships to build success-based customer relationships.

Customer-centric organizations focus on accelerating positive business outcomes for their customers. These positive outcomes result in lower churn and increased revenue.

The best approach to drive customer success is to rethink customer-centric processes from the perspective of the customer experience and its direct impact on customer success. Customer-centric processes are often complex processes that span departments and need to be designed to accelerate customer success by integrating internal resources, third-party partners and customers.

Customer-centric processes must be agile, easy to update and adapt rapidly to customer requirements, changing market conditions, company

offerings and changing regulations. To keep this competitive advantage, organizations need a dynamic software layer that is designed for agility. These processes cannot be managed efficiently in a single CRM or back office system. They are best

handled in a lightweight customer-centric process solution that integrates with necessary data sources and transaction systems like CRM and ERP.



Customer-Centric Use Cases

Top customer-centric processes vary by industry, but here are key use cases that the AXON IVY process app platform can help optimize:

- Customer On-boarding
- Trial and Pilot Conversion
- Contract Renewals
- Service Request and Case Management
- Real-time Upsell and Cross-sell
- Churn and Loyalty Management
- Content Management
- Campaign Management



CUSTOMER-CENTRIC USE CASES

Customer On-boarding:

Optimize your on-boarding process from initial setup to first success. Internal resources, services partners and your customers can collaborate using targeted web and mobile apps. Activities are escalated and monitored, and management can identify bottlenecks to accelerate successful on-boarding.

Trial and Pilot Conversion:

Design and implement lightweight process apps to ensure flawless execution of your trial and pilot programs. Partners are integrated in the process for communication and execution through a unified process, and customers can review progress, take action and update information. Sales is brought into the process to increase conversion rates.

Contract Renewals:

Optimize the renewal process from planning to completed paperwork and payment. Planning is orchestrated based on the customer, or the product they are using. Activities across departments are synchronized to ensure customer satisfaction and renewal readiness. Upsell options are proposed to the account manager or directly to the customer. The process is closely monitored and escalated to ensure smooth renewal.

Service Request and Case Management:

While CRM systems excel at tracking service requests, handling activities and customer communication, they often fall short in their ability to support the processes across departments and with third-party partners. Layer the AXON IVY process app solution on top of your CRM, Master Customer systems and other backend systems to streamline the process for everyone.

Real-time Upsell and Cross-sell:

Boost revenue with a smart, dynamic engine that can drive tailored offerings and adjust customer centric processes in real time to increase chances of upsell and cross-sell. Whether it is integrated in an e-commerce solution, built into an app for front-office staff, or built into an app for customers, AXON IVY can deliver the right offer to the right customer in real-time.

Churn and Loyalty Management:

CRM and Loyalty Management programs can handle the necessary data and analytics but often fall short in supporting the process across departments and channels. Automate churn and loyalty programs with an agile, light-weight process app layer. Customers can be assigned to the right loyalty tiers, special offers can be presented across channels and metrics can trigger complete, dynamic action plans within the organization and its partners.

Content Management:

While Enterprise Content Management systems can do a good job of creating, storing, managing and delivering content cross the enterprise, they often fall short in supporting the processes across the content life cycle. Implement light-weight internal and external-facing process apps to streamline the content management processes from idea to creation, approvals, distribution, revisions and end-of-life.

Campaign Management:

Marketing Automation and CRM systems can handle the tracking and execution of campaigns. However, the end-to-end process from data acquisition to planning, design, funding, execution and analysis often lacks a structured approach to bring together internal departments, agencies and partners. Deliver end-to-end campaign approval and monitoring while allowing third-party users to access data and collaborate in real-time.

CASE STUDY

amag

AMAG LEASING is a financial services organization specializing in leasing cars to consumers and businesses. AMAG leverages the AXON IVY real-time decision engine to deliver smarter, shorter application processes while balancing risks and sales objectives.

The AXON IVY real-time process app facilitates the identification of the person or entity applying for a lease, gathers information from commercial databases, and evaluates the combined data for risks based on a rich set of rules that can easily be adjusted. As a result, customers never have to wait longer than 15 minutes to complete their application, and car and fleet dealers move more inventory at lower credit risk.



THE AXON IVY PROCESS APP SOLUTION

AXON IVY is a rapid-deployment platform for customer-centric process management. It covers the entire process lifecycle – from modelling to documentation, integration, execution and monitoring.

Modeler: This modeling tool allows business professionals to design and document processes across organizations. Built-in templates and methods facilitate rapid design, while full BPMN 2.0 compatibility promotes interoperability. Integrated reporting helps promote transparent change management and compliance. Data integration from third-party systems brings relevant business data into the model.

Visual Publisher: A collaborative visual publisher solution allows organizations to document and publish processes and content to the business community. A tailored web and mobile interface provides intuitive navigation of business processes, documents, organizations and systems within a searchable information hub for internal and external users. The searchable content automatically adjusts to the role of each user.

Process Designer and Rapid Process App Development: The visual tool allows for rapid design, implementation and maintenance of business processes. Intuitive wizards facilitate the creation of process steps and the integration with data sources and User Interface.

Process apps are easy to test and validate using the integrated simulation tool. Individual components and dialogs can be reused across apps.

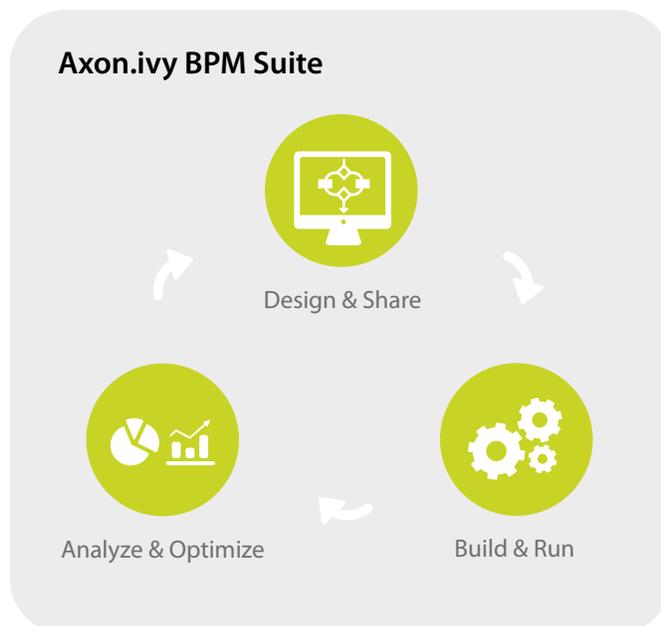
Governance: Another benefit of using AXON IVY is to facilitate compliance with internal and external regulations.

The platform ensures process definitions and associated content and documents are properly managed, changes are authorized and documented, and information is released to all necessary departments and users.

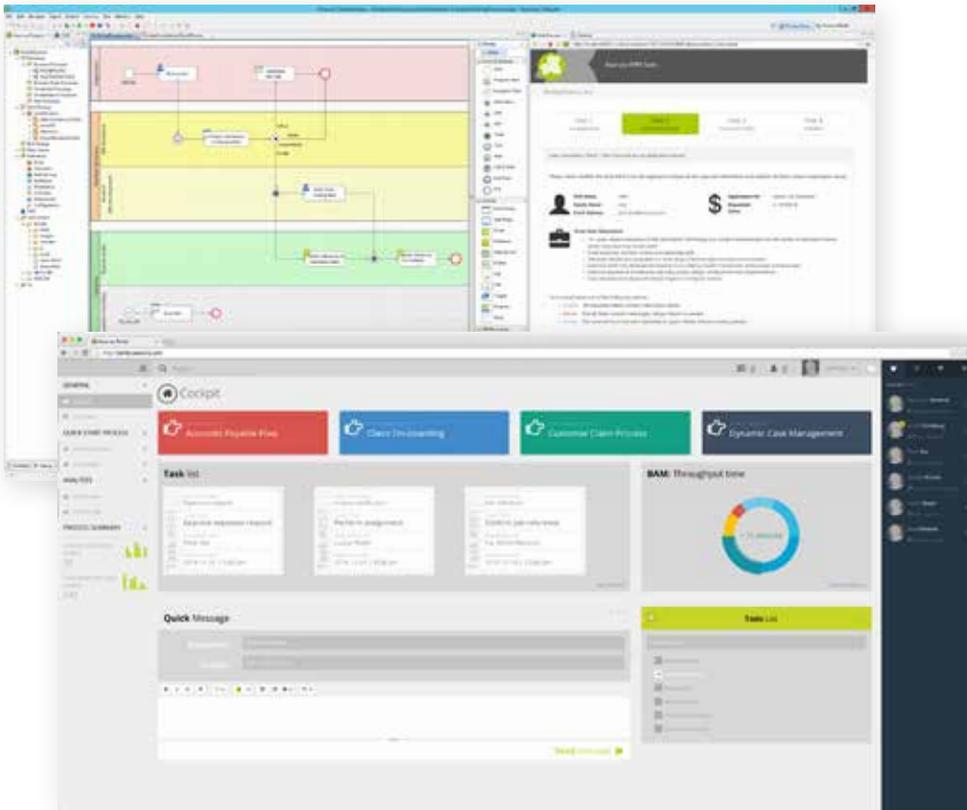
Execution: AXON IVY is powered by a process execution engine that guarantees all processes are executed smoothly according to business rules. The engine verifies that users are notified to take action, escalates tasks when necessary, and automates decisions when possible. A data integration layer facilitates access to data from internal and external systems, and allows other systems to be promptly updated based on business rules and user input and decisions.

Real-time Decisions: The business rules engine can power tailored, real-time decisions that integrate into customer-specific applications and web sites. Organizations can personalize customer experience, offerings, upsell offers and adjust processes in real-time to reduce risks, minimize churn, maximize customer value and revenue.

Monitoring: A dedicated monitoring engine continually oversees execution of business processes, recognizes bottlenecks and optimizes process execution. Dashboards and reports provide actionable analytics to business users.



AXON IVY: DIGITALIZE YOUR CUSTOMER-CENTRIC ORGANIZATION



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