



Customer Experience Management Platform
eLustro
White Paper

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InfoSTEP's Customer Experience Management Platform

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Overview

The recent advances in technology and market place dynamics have vastly enhanced the ability of organizations to provide a variety of products and services to customers. Organizations today use a multitude of interfaces to interact with customers. Each of these interfaces is an opportunity to understand customer experience. However, organizational silos, deep accountability, channel focused business strategies and non-standard vendor offerings is limiting organizations to get a unified view of customer experience across cross-functional boundaries. It is thus not surprising that organizations that successfully deployed the new technology have often lost sight of the real customer and the bottom line.

Formal semantics and operational framework that can be deployed across the enterprise is needed to manage customer experience. Customer loyalty is rooted in experiences. Customer loyalty and retention directly effects revenues from repeat purchases, reduces costs of finding new customers and provides premium-pricing options.

Business Problem

The current scenario in organizations is as follows:

There is no formal strategy to seek, and utilize customer experiences on an ongoing basis.

Feedback is often collected on specific events instead during the life cycle of a product or customer. This feedback is not usually aggregated into a cohesive profile.

Individual divisions and business units solicit feedback from customers independently and are prone to 'over surveying'.

Dissemination of feedback to relevant stakeholders is often improperly handled due to the lack of a formal mechanism to do so.

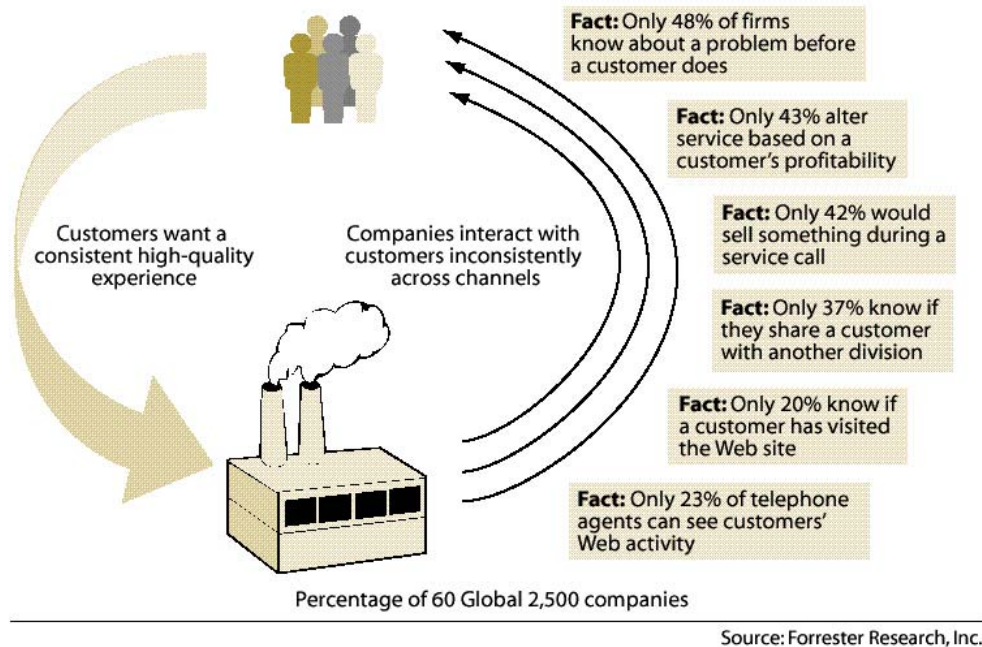
There is minimal visibility into the actions that business units take when they follow up on customer feedback.

Different functions within the organization interact with customers via multiple touch points. No single mechanism to capture customer feedback works for all customers. No unified infrastructure exists to aggregate and share customer feedback across the functional divisions.

Important business decisions are often made late, missing, or incomplete without regard to customer feedback.



See Figure 1.0 below for a glimpse of how global 2500 companies deal with customer experience across channels.



InfoSTEP Solution

InfoSTEP's customer experience management framework, 'eLustro' provides platform services to manage customer feedback/experience from an end-to-end perspective. Using our tools and the platform interfaces, organizations can convert their products and services into 'feedback enabled' and 'feedback aware' services. Customer experience can be monitored, measured and enhanced during their life cycle. The platform provides services to aggregate the customer experience, measure customer satisfaction across functional touch points and disseminate to various functional/product owners.

The framework helps in analyzing customer data from the 'lens of customer' rather than from the 'lens of the organization'. The overall intent is to help organizations develop a customer centric approach in all aspects of their business via a measurable operational framework.

Using eLustro, several enterprise business applications such as sales compensation, customer support, marketing campaigns, business intelligence etc. can get unprecedented & seamless access to the aggregated customer experience across the enterprise.

Technology

InfoSTEP's technology uses a unique process for managing customer experience from an end-to-end perspective. eLustro is available as an out-of-box solution as well as a "feedback enabling infrastructure" through well-defined, XML-based APIs.

Web Services

Web Services are redefining the way we are currently designing and deploying business applications. Creation of a business network through which services can flow freely, and over which applications can interact and negotiate amongst themselves is now feasible with Web Services paradigm.

Web Services is a natural transition to eLustro's experience management services. eLustro will include services for unified view of aggregated customer experience and metrics on customer experience attributes that impact company financials.



In addition to the adherence of protocol standards such as SOAP & UDDI, InfoSTEP is spearheading the definition of a common business language for modeling customer experience.

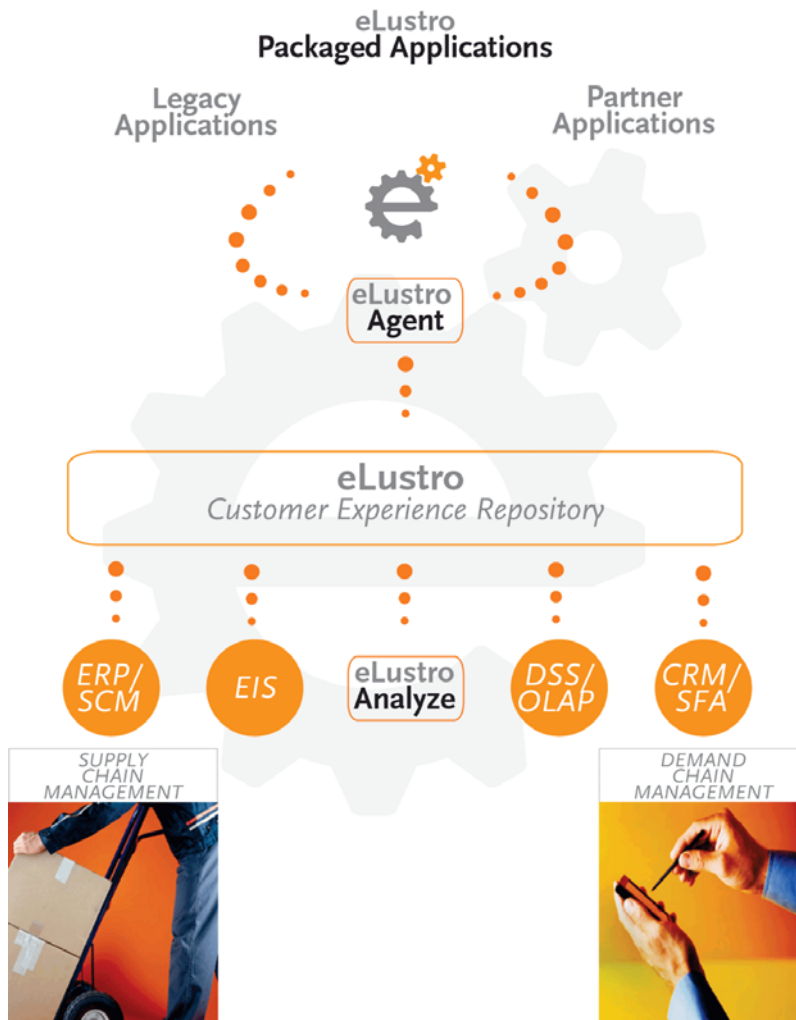
Benefits of eLustro

Increase Customer Loyalty & Satisfaction: By enhancing the perceived responsiveness of products and services with feedback-enabled approach.

Gain competitive advantage: By understanding unified view of customer feedback across cross-functional touch points.

Gain time to market: By electronically linking the lens of the customer to the core of your business, improve the product and service delivery ahead of your competition.

Increase revenues: By enhancing customer loyalty and retention rates.



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