



# Make Your Contact Management Perfect

*phone* – one of the best arguments for successful customer orientation

## General information

Many companies are undertaking considerable efforts to increase the loyalty of their customers, to strengthen their customer relationships and to minimize customer risks.

With its solutions for efficient customer address management, Uniserv has been the mainstay for well thought-out customer relationship processes in numerous top 100 companies for years. With the system *phone*, this development is being continued. Alongside the postal address, the telephone number is more and more becoming an indispensable element of every address and thus an important success factor of market and customer orientation.

## Problem

Communication with customers and prospects via telephone is in many cases the most efficient and cost-effective kind of dialog. For this reason, it is especially important within the scope of CRM and CTI applications to have stored telephone numbers – to the greatest

possible extent – completely and correctly in the address databases. Only in this way is it possible for employees (with transmission of the telephone number) to have the customer data on screen already prior to accepting the call (inbound) or, if the communication is initiated by the company (outbound), that this can be carried out quickly and efficiently.

However, the assignment of a telephone number is not only important for pure communication. In some sectors, assigning and checking telephone numbers for new customers is an important component of creditworthiness and risk checks.

For the most various reasons, outdated or incomplete telephone numbers are stored in the customer and prospect databases. Therefore it is often necessary to trace the correct phone number via the directory information service, the Internet or via a telephone CD. This is usually extremely time-consuming for the personnel. That is why many companies are looking for solutions that assure automatic computer assignment of the phone numbers to the greatest possible extent.

## Solution

Uniserv's solution *phone* enables the assignment and updating of telephone numbers in large customer databases. The access to the telephone data is error-tolerant. Thus, the assignment of the telephone number is possible even when there are reading or typing errors or abbreviations.

The system is a standard solution that can be easily integrated into all generally used data processing environments via a comprehensive and flexible software architecture.

## Performance spectrum

*phone* supports the following use scenarios occurring within the scope of large address databases:

- Mass assignment of telephone numbers in batch operations, with high performance, allowing the assignment to be carried out in an acceptable length of time, even for very large address databases (10 to 80 million addresses).



- Assignment and checking of telephone numbers within the scope of the "normal" maintenance process when entering or changing an address. This is done both interactively (online) and in a batch with a response time that even for a high transaction volume is usually far under one second.
- Periodic maintenance of the changes in telephone numbers of customers or prospects in the address database for all of the cases in which no change messages were initiated, without having to make a complete new evaluation of the database. The system gives you targeted information about which addresses should be checked.

### Use scenarios

*phone* is suitable for all sectors with large customer and prospect databases. This is especially true within the scope of call center applications and other areas that require intensive dialog with customers and suppliers. With *phone*, important functions of CRM projects such as help desk, complaint management, or other tasks of customer contact management can be effectively supported.

### Technology

- In practice, it is particularly advantageous that the Uniserv application *phone* does not have to run separately (offline), but rather is embedded directly in the application processes. That means that the employees with online

applications do not have to work with *cut und paste*, but can use the screen masks they are accustomed to. The product *phone* becomes in this way an integrated functionality and thus makes data entry more secure.

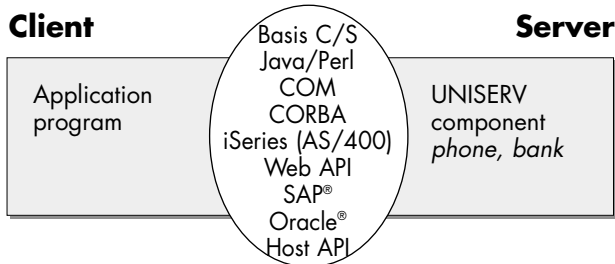
- The system runs the complete sequence in the corresponding system environment. Sending the address files or direct Internet access are not necessary. Use is also possible for applications "critical to the business", since system, capacity and emergency planning are fully under control.

- *phone* is based on advanced Uniserv client/server technology. This encompasses error-tolerant address management components especially coordinated to this application, ensuring high performance and the best scalability.

### Interfaces

The large selection of Uniserv interfaces ensures easy integration into the applications. The interfaces are available for all generally used operating systems from mainframe and UNIX to Windows. Among these interfaces are Basis API, COM, Corba, JAVA, Perl and special application interfaces for SAP® and for Oracle®. Integration into batch sequences can take place directly via the corresponding batch scripts.

### Possible interfaces



### Data component

The data component comprises over 30 million persons with all of the respective telephone numbers in high quality and is continually updated. Data protection is ensured via a complete capsulization of the data components and via encryption with a 128 bit key. It is not possible to export the telephone database.

### Supported operating systems

#### Clients

IBM-AIX, HP-UX, Tru64 UNIX, Linux, Reliant Unix, Solaris, Windows, OS/400 (with PASE), z/OS (formaly MVS) Batch, CICS, IMS

#### Servers

IBM-AIX, HP-UX, Tru64 UNIX, Linux, Reliant Unix, Solaris, Windows, OS/400 (with PASE)



### Additional Information