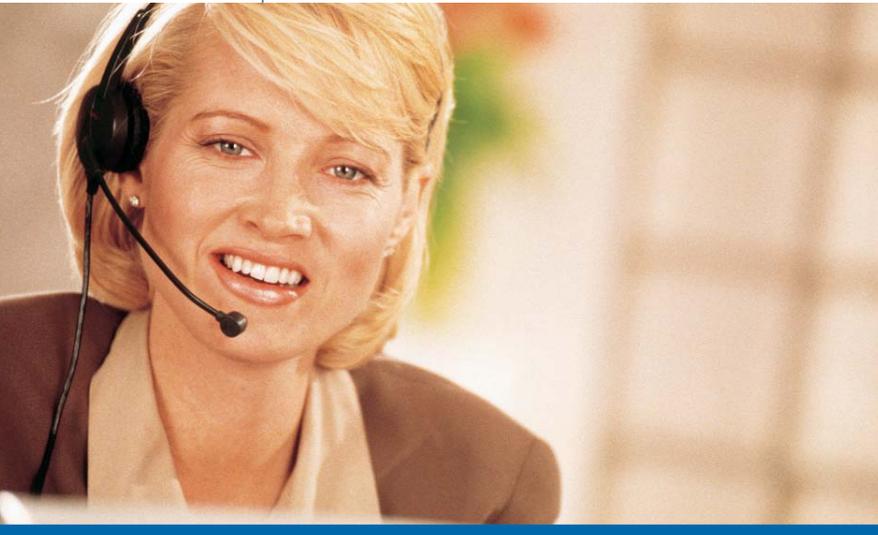




## Customer Service Framework

The Fast Path to More Efficient Call Center Operations



### INTRODUCTION

Customer Service Framework (CSF), a robust operational CRM solution, is based on MITEM's long track record of successful implementations in over 20 public utility call centers. CSF addresses some of the most pressing issues facing call center operations including:

- optimizing each interaction with immediate access to comprehensive customer information from existing legacy assets;
- significantly reducing training time and time to productivity for customer service representatives;
- enabling consistent customer service across all communication channels, including telephone, web, email, fax, text-based chat, and voice over IP.

CSF is designed to increase customer satisfaction by transforming every call center agent into an expert CIS user. CSF provides automated workflow, improved ease-of-use, expert assistance, and real-time integration with disparate customer systems. CSF has been proven to lower operating costs, particularly in ramping new hires and staff productivity.

CSF can be installed, fully configured, and deployed in less than nine months for significantly less cost and effort than required for implementing a new customer information system. Public utilities wary of undertaking a major CIS replacement project in light of

restructuring, or those considering a packaged CRM solution to improve their service levels, should consider CSF.

CSF provides the essential customer service functionality, including viewing and maintaining customer data and billing and collections information, handling emergency situations, managing service orders, and miscellaneous inquiries.

MITEM can use its innovative technology architecture to tailor a system suited to your specific environment, including creating a real-time interface to an existing CIS. MITEM's Professional Services Group can customize a solution based on your requirements, providing the development, project management, and training resources required for a successful implementation.

The resultant CSF implementation will provide a framework that allows for system expansion and enhancement such as computer telephony integration, on-demand document imaging, web self-service applications, and other third-party services.

### THE CORE CSF FUNCTIONALITY

CSF enables call center representatives to access customer-related business functions from the mainframe CIS. CSF presents data to the service representative via an easy-to-use Windows-based graphical user interface (GUI) that is designed to optimize call center workflow. CSF core application functionality has several modules that include Billing & Collections, Maintenance of Customer Data, Emergency Handling, Service Orders, and Miscellaneous Inquiries.

### CUSTOMIZING CSF

MITEM's Professional Services Group (PSG) will implement a custom version of CSF by tailoring the core functionality to meet your unique customer service requirements. MITEM's approach to integration is non-invasive, making implementation of any CSF solution quick and cost-effective. CSF implementations avoid many of the perilous and time-consuming processes inherent in other CRM approaches.



Custom Window developed with MitemView

A CSF implementation *does not* require:

- changes to your existing CIS or other applications
- installation of new software on your mainframe
- data conversion or migration to a new database.

#### OPTIONAL FEATURES

Because the CSF architecture is highly flexible, any number of special features can be included in an initial implementation. The CSF core functionality is not dependent on the inclusion of these features. However, the addition of some optional features may require installation of third-party products or additional customization. A menu of optional CSF features can include:

- computer telephony integration
- bill images on demand
- automated bill payments
- fax and email communications
- statistical queries

#### CSF MODULES INCLUDE:

##### BILLING AND COLLECTIONS

This module encompasses all activities associated with customer usage, billing, customer invoices, inquiries, financial receipts, payments, and deposits.

##### MAINTENANCE OF CUSTOMER DATA

CSF maintains customer records stored in the mainframe database. This functionality enables CSF users to avoid the cost and conversion often required of CRM-based systems. This module provides a contact history view and enables updates to customer name and address information and energy supplier choice.

#### EMERGENCY HANDLING

This module addresses the following issues:

- report of gas and electric trouble
- gas leaks
- down/sparking wires
- home electricity outage
- business electricity outage
- street light outage
- damage inquiries
- status of current trouble conditions
- cancellation or amendment of service orders.

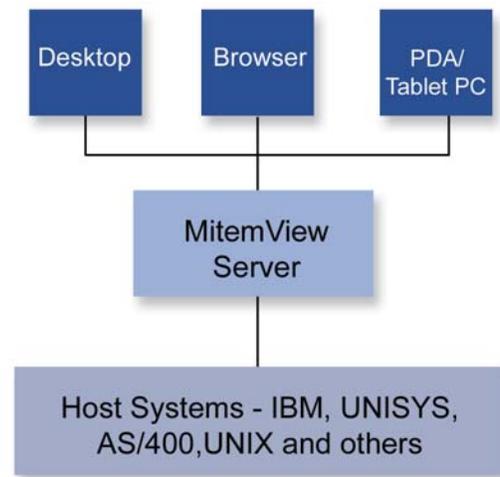
#### SERVICE ORDERS

This module is used for creating, reviewing, and maintaining service orders. The standard types of service orders supported include emergency repair, service turn-on/turn-off, and meter read and check.

#### MISCELLANEOUS INQUIRIES

This module is designed to handle:

- damaged equipment reports
- meter readings
- questions about rate and tariffs
- compliments and complaints



With CSF, host-based business functions such as billing history, account status, or meter history can be simply extended to the Web or to other applications using a server-based architecture. In this configuration, the functions resident on the host are accessed using a browser or other devices such as a PDA or tablet PC.