Don’t Rip and Replace—Wrap and Renew!
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Don’t Rip and Replace—Wrap and Renew!

Save time and money by taking advantage of existing resources in a new way. KANA offers a unified, omni-channel desktop that allows you to transform your customer experience without the cost and complexity of rip and replace.

The abundance of legacy applications in the contact center can trap a business into rigid, inefficient processes and introduce undue complexity. Over the years, mergers and acquisitions and new business units can clutter the IT infrastructure with redundant systems around billing, ERP, CRM and more. While the maintenance and usability headaches are nearly unbearable, the time and cost required to retire a mission-critical application is too daunting to undertake. So instead, CIOs find themselves stuck with dozens of disparate systems required to run their day-to-day contact center operations.

The Complexity Chain

The pain of complex legacy systems extends far beyond the IT department. An individual agent must hop from screen to screen during the course of a call to complete a simple process. These agents must memorize complex processes jumping between applications and copy/pasting information. Training times grow, frustration mounts and mistakes are inevitable. The real victim of this IT complexity is your customer. While your agents are struggling with legacy technology, your customers are struggling as well. With long hold times, constantly repeating themselves and getting inconsistent answers, the effort required to get a simple answer or complete a process is far too high.

So what appears to be an IT problem is really a customer experience problem. Until you can create a simplified ecosystem for your employees, you will never achieve the customer experience and customer satisfaction goals of your business. And with the emergence of new technology trends, such as social media and mobile, the issue of application growth will only worsen.

Wrap and Renew

Typically the only solution to this problem is to tear out these outdated systems and replace them with new ones. Rip and replace. This solution is incredibly costly and time consuming, with multi-year projects costing tens of millions of dollars. IT budgets are always stretched to the max and there is no appetite for huge projects like this. And yet, this problem is not going away. So what is the answer? How can you use the assets you have today, but still transform your customer and agent experience?

There is another option besides rip and replace. Why not leverage these valuable assets in a new way, hiding the complexity from your agents and, in turn, your customers? Instead of rip and replace, KANA Enterprise allows you to wrap and renew. Using Web services, APIs and a series of other
integration patterns, KANA Enterprise allows you to access the data from these disparate systems and combine them into a single, unified desktop. Rather than presenting your agents with every piece of data from every system, Smart Context will intelligently present just those assets that are relevant for the particular issue, based on the customer and call type. Agents are guided through a process from start to finish on a single screen, eliminating the need to memorize processes or be trained on multiple systems.

Customers across the globe are seeing the benefits of this new approach to handling legacy applications. As one customer support manager from a large enterprise telecommunications equipment company stated,

“KANA offers the most integrated solution for our needs, allowing us to leverage our proprietary systems.”

Eskom, a South African Utilities company has saved $24 million by reducing time to serve, tripling first-call resolution (FCR) and cutting training time in half. To learn more about how Eskom transformed its customer service ecosystem, read the Case Study here.

Gain Business Agility

This approach of wrap and renew also addresses the increasing requirements for improved business agility—the need to adapt business processes in step with frequent product launches, changing customer preferences and regulations—and the difficulty of achieving it in the complex IT environment of the enterprise. By leveraging a services-oriented architecture (SOA), you can avoid the ad hoc point-to-point integrations that typically add layers of complexity to infrastructure and make it difficult to implement even simple changes. Instead, SOA harnesses your existing systems and data silos, and enables their interoperability.

SOA helps you get more value from your applications faster. The loosely coupled services achievable in an SOA environment provide building blocks that can be reused in any number of contexts. The KANA Enterprise SOA platform provides a foundation for designing and orchestrating business processes across communication channels and departments. Organizational systems—CRM, ERP, billing, analytics—as well as internal and external data stores are leveraged to facilitate and inform the business processes that make up workflows and underpin customer experiences.

Real Results, Real Fast

A major deterrent against dealing with legacy systems is the lengthy deployment process required to stand up new enterprise systems. With the wrap-and-renew approach, deployment times are a mere fraction of the multiyear projects that can slow organizations to a halt. At a large British insurer,
KANA went live with a unified desktop integrating 15 systems in just 10 weeks. Once live, the benefits of a unified desktop continue to reduce your total cost to serve. Several KANA customers have been able to reduce their training times by 50 percent, and save millions of dollars annually due to increased agent productivity.

The benefits don’t end with cost savings, either. By reducing agent effort, you’ll have happier agents and happier customers. A senior executive from a State and Local Government customer describes the benefits they’ve achieved:

“We have gone from a high-cost, low reliability, antiquated complex solution to a modern, high quality, easily configurable one, and the phone consultants, IT support staff and Contact Center Management could not be happier.”

About KANA Software, Inc.

KANA makes every customer experience a good experience. A global leader in customer service solutions delivered on-premises or in the cloud, KANA lets organizations take complete control over customer service interactions, so they can take care of customers, while managing costs and reinforcing brand. By unifying and maintaining context for customer journeys across agent, Web, social and mobile experiences, KANA solutions have reduced handling time, increased resolution rates and improved net promoter score (NPS) at more than 900 enterprises, including half of the Global 100 and more than 250 government agencies. KANA is based in Silicon Valley, California and has offices worldwide. Contact us at info@kana.com and visit us at www.kana.com.