



Don't Rip and Replace— Wrap and Renew!

In Financial Services





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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 branch, online and in the contact center can trap a business into rigid, inefficient processes and introduce undue complexity. Over the years, mergers and acquisitions, new product offerings and the emergence of channels has cluttered the IT infrastructure with essential systems for billing, ERP, CRM and so on. 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 operations and demands from the Board of Directors to constantly stretch this infrastructure to deliver the organizational priorities of the day.

The Complexity Chain

The pain of complex legacy systems has consequences far beyond IT, whether it's meeting the compliance requirements of Basel III or finding new ways to sell additional products to your customers. An individual Contact Center or Branch Associate on your front line must hop from screen to screen during the course of a call, memorize complex processes and cut and paste information. It's nearly impossible for them to keep up and mistakes are inevitable. The real victim of this complexity is your customer. While your Associates are struggling with legacy technology, your customers are struggling with high volumes of call transfers, long hold times, constantly repeating themselves and getting inconsistent service. 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 Associates, you will never achieve the customer experience and customer satisfaction goals of your business. And with the emergence of new trends, such as social media and mobile, and a new era of compliance and an array of new products, the issue of application growth will only worsen.

Wrap and Renew

To rip and replace would be prohibitively costly and time consuming, with multiyear projects costing hundreds of millions of dollars. Budgets are always stretched and shareholders are impatient to realize value. Consequently, there is no appetite for huge projects like this anymore. 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 experience?**

Why not leverage these valuable assets in a new way, hiding the complexity from your Associates and, in turn, your customers? Instead of rip and replace, KANA Enterprise allows you to wrap and renew. Using a range of modern integration methods, KANA Enterprise allows you to access the data from these disparate systems and combine them into a single, unified desktop. Rather than presenting your Associates 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. Associates 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. This means your business is now in control of your customer experience and it no longer relies on the quality or tenure of your front-line Associate.

KANA customers across the globe are seeing the benefits of this new approach to handling legacy applications. As an Operations Manager at Payment Alliance International stated,

“Our company now has one resource tool that holds all operational information for call handling.”

At IFDS, a leading provider of investor and policyholder administration services, training time was reduced by 20% by creating a single place where Associates can go for help, rather than toggling between multiple systems.

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. KANA Enterprise leverages existing investments in SOA to provide 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 your 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 the 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 productivity.

The benefits don't end with cost savings, either. By reducing Associate effort, you'll have happier Associates 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.

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