



**Critical Customer Self Service Business Questions:**

- How can customers find out about the products and services you offer and sell?
- Can your customers quickly access their account information and find out about a bill or invoice?
- How do you show you care about your customers' problems and needs, and provide relevant remedies and solutions?
- What are you doing today that tells customers you know who they are, how they've worked with you in the past, and what they need?



## Solution Overview: Customer Self Service Portals Technology Solutions

### Improving Customer Satisfaction

Customer loyalty, always a critical business success factor, has taken on a whole new dynamic in the Internet economy, as online “self service” has become a standard expectation of the modern consumer.

With that in mind, and with an ever-increasing number of Internet-ready alternatives easily available to consumers, an effective customer portal strategy has become a mission-critical component of today’s successful business infrastructure.

The primary benefits of a customer portal include:

- Increased revenue opportunities with new and existing customers
- Higher customer retention levels
- Improved cost savings via more efficient operations, reduced headcount and economies of scale

### Value Delivered

Hitachi Consulting brings a wealth of customer self-service and portal expertise to projects. Our tailored methodology addresses the critical aspects of portal projects such as data and process flow integration, personalization, collaboration and content management.

Hitachi Consulting has identified four key drivers of customer self-service portal solutions— “know” your customers, “sell” to your customers, “care” for your customers and “bill” your customers. We have defined business functionality in each of these areas with measurable ROI.

Our consultants have extensive experience in implementing portal solutions for businesses in many industries. These include:

- Customer Portal Strategy
- Enterprise Portal Framework
- Implementation
- Operations and Process Integration
- Technology and Systems Integration
- Enterprise Content Management
- Change Management

# Solution Overview: Customer Self Service Portals Technology Solutions

## Our Approach to Customer Portal Solutions

The Hitachi Consulting Customer Self Service Portal solutions are designed around four key principles:

### Know Your Customers

- Focus on the most valuable customers
- Foster a sense of community
- Implement personalization to provide a customized experience
- Provide self-service incentives

### Sell to Your Customers

- Provide rich catalog and service information
- Cross-sell and up-sell
- Streamline the ordering process

### Bill Your Customers

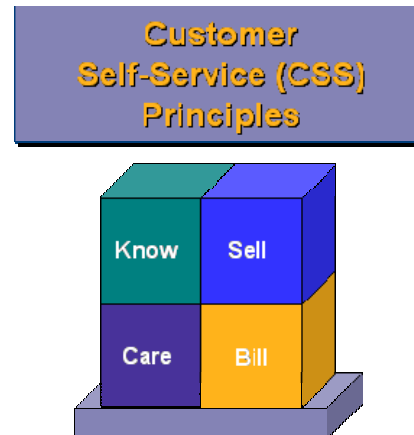
- Provide online invoices
- Allow customers to pay online
- Provide multiple payment options

### Care for Your Customers

- Provide order / shipping status
- Accept and execute service requests
- Handle returns and warranty

## Hitachi Consulting's Customer Portal Solutions

Robust customer self-service portals are critical to success in today's eBusiness environment. Hitachi Consulting combines a proven methodology with our business and technical expertise to successfully deploy a solution that provides comprehensive business functionality using the latest portal technology.



### About Hitachi Consulting

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries. We leverage decades of business process, vertical industry, and leading-edge technology experience to understand each company's unique business needs. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting's client base includes nearly 30 percent of the Fortune 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge to our clients throughout each engagement. For more information, call 877-664-0010 or visit [www.hitachiconsulting.com](http://www.hitachiconsulting.com)

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