



**Results achieved by companies that apply a Customer Care Optimization solution within their organization may include:**

- **Reduced cost per call to industry best practices suggested cost**
- **Improved first-time resolution**
- **Redesigned sales and service processes**
- **Increased sales with reduced FTE expense**
- **Software selection and implementation for Contact Center specific technology**
- **Combined revenue growth and cost savings**



## Solution Overview: Customer Care Optimization

### Business Impact

Customer expectations for service have increased the complexity of care across field, phone, web, e-mail, and chat touch points.

Key warning signs and business impacts that indicate a need for change include:

- Poor customer call experience
- Missed opportunities to cross-sell and up-sell current customers
- Inability to identify key customers at time of call
- High abandonment and blockage rates
- High cost per call / transaction
- Excessive contact center locations
- Increasing technology costs without a return on investment
- High turnover rates
- Excessive or deficient training plans
- Lack of employee incentives
- Inadequate occupancy rates
- Absence of telephony, web and computer integration (CTI, CRM)

In order to improve the customer service experience, companies need a tailored approach based on their requirements and constraints.

### Value Delivered

Our Customer Care Optimization solutions help clients to align customer care priorities with business objectives by improving the customer experience, increasing customer retention, and reducing costs.

Customer Care encompasses all areas of contact centers, customer service, field service, and technical support for end customers and channel partners.

# Solution Overview: Customer Care Optimization

## Our Approach

Our approach considers the unique aspects of your situation. Hitachi Consulting draws on tools and best practices developed over years of successful projects.

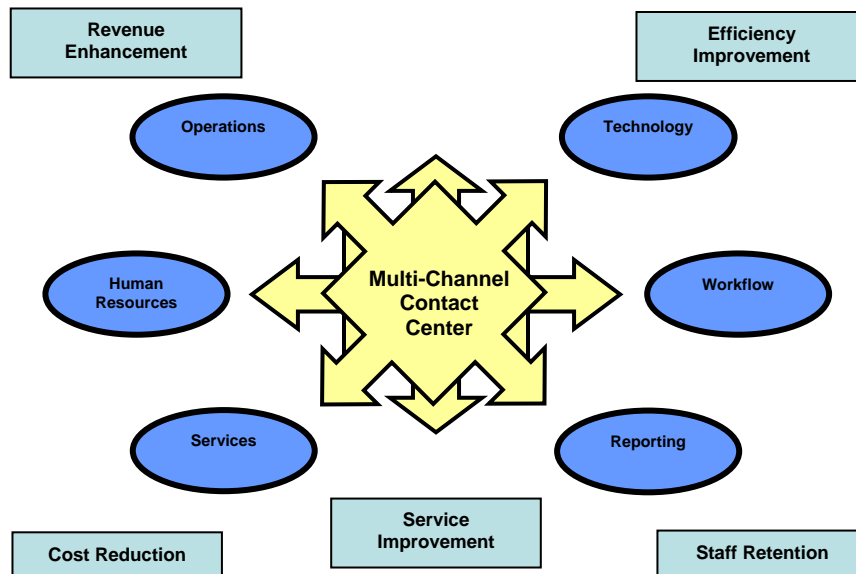
The components of our approach may include:

- Customer Service Strategy
- Business Process Improvement
- Benchmarking and Industry Best Practices Implementation
- Revenue Enhancement
- Environment and Site Selection

- Workforce Management Optimization
- Outsourcing and Vendor Selection
- CRM Selection, Design, and Implementation
- CTI, VRU, ACD Selection and Implementation

The technologies and tools involved may include:

- Interactive Voice Response (IVR)
- Predictive Dialers
- Customer Relationship Management Software
- Computer-Telephone Integration (CTI)
- Workforce Management Software



## 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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