

Adobe Systems Incorporated

Adobe transforms customer service and sales using the Adobe® Flash® Platform and Adobe LiveCycle® ES2 for more responsive, integrated service delivery

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www.adobe.com

Industry

Technology

Challenges

- Reduce average call handling times to improve customer satisfaction
- Shorten agent training times and reduce costs
- Accelerate access to customer data in several enterprise systems

Solution

- Enhanced customer services

Adobe is using Adobe LiveCycle Data Services ES2 and the Adobe Flash Platform to transform the quality and responsiveness of customer services by providing call center agents with easy, instant access to customer data in enterprise systems.

Results

- Reduced average call handling time by 15%
- Reduced call center agent churn rate by 30%
- Provided real-time access to rich account information for more effective troubleshooting
- Improved customer satisfaction scores by 10%
- Shortened agent training time from one week to one day
- Established reliable integration between front-end and back-end systems
- Reduced operational expenditures by improving average call handling time resulting

The right information at the right time

No matter the product or service, companies can expect to hear from customers for ongoing support and assistance. Adobe Systems is no exception. As one of the world's preeminent software providers, the company is in constant communication with customers who regularly contact Adobe call centers for sales support and product information, technical support, and other important services.

With frequently heavy call volumes and a myriad of potential reasons for inbound customer calls, Adobe service representatives have to be well prepared to answer any question—or at least efficiently direct callers to the service representative best equipped to address their needs. Wanting to streamline call center operations and further enhance customer service, Adobe looked to its own customer experience management solutions for an answer.

"Corporations worldwide regularly use Adobe software and technology to transform the quality and impact of their customer services," says Steven Webster, director, technology and experience innovation at Adobe. "It made sense for us to apply the same successful strategies that our corporate customers have used to improve our own operations."

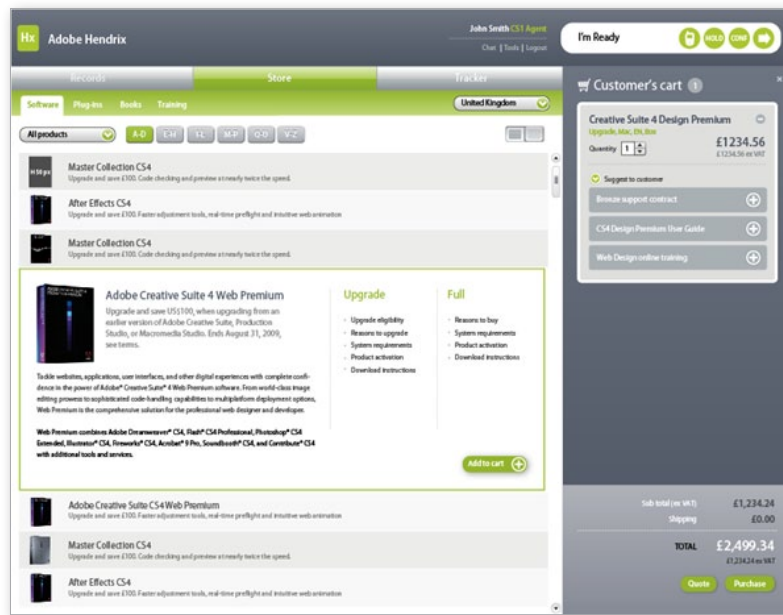
Working together, the Adobe IT organization and the Adobe Technical Services Organization (TSO) collaborated on an enterprise rich Internet application (RIA) that provided service and sales representatives with a single, intuitive interface for addressing customer questions. The Adobe TSO helps the company's most strategic enterprise customers realize a strong return on investment from their adoption of Adobe software and technology.

Built on the Adobe Flash Platform and Adobe LiveCycle ES2, the new Adobe customer service application enables service staff to respond easily and instantly to a wide variety of customer inquiries. "A big priority was creating an application that got the right information to the right service representatives at the right time," says Webster. "We have a wealth of customer information in different back-end systems, and combining the Flash Platform with LiveCycle solutions enabled us to utilize user-center design techniques and implement a powerful, interactive application enabling agents to find customer information quickly, understand previous transactions, and understand and solve the problem more efficiently."

A better way to work

Adobe call centers handle inbound calls from customers who have purchased or are looking to purchase Adobe software. For each call, agents must systematically identify a customer's primary concern or interest and then typically use the company's back-end data management systems, including SAP, to pull up account information or product data to resolve the call. "We wanted to put a dynamic front end on our enterprise systems and enterprise business processes," explains Ben Rasmussen, director, global services operations at Adobe. "Our focus was on empowering agents to provide consistently outstanding customer services."

With the Adobe Flash Platform and LiveCycle ES2 solutions, call center agents have an intuitive interface to address customer inquiries in seconds. Through a rich application interface integrated with enterprise systems, agents can quickly respond to customer inquiries.



“Post-call surveys have shown an approximate 10% improvement in our customer satisfaction scores. The enhanced customer service relates directly to the user experience design, which could only be realized with Adobe Flash Platform and LiveCycle Data Services.”

Steven Webster
Director, Technology and Experience
Innovation, Adobe Systems

Prior to developing and deploying the more intuitive and integrated service center application, Adobe call center agents encountered issues familiar to service staff worldwide. For instance, agents often had multiple instances of enterprise applications up and running so they could find data in several systems.

“Agent desktop screens were crowded to say the least,” says Webster. “They routinely had multiple instances of SAP up and running, along with Microsoft Notepad as a way to cut and paste data from one application to another. It was difficult for agents to immediately find and update case information.”

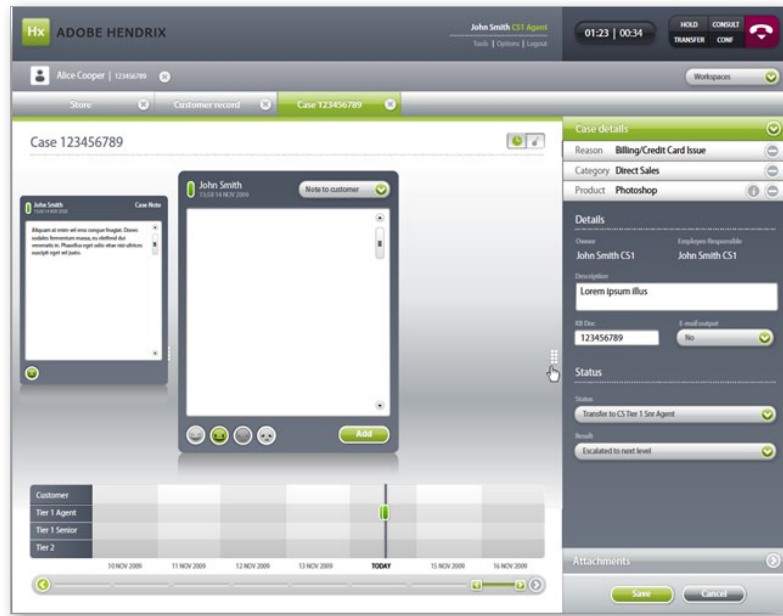
Using the Adobe Flash Platform, LiveCycle ES2, and components of Adobe Creative Suite® 5, the Adobe Professional Services team created a call center application with a rich, intuitive interface that makes it easy for agents to find the information they need in seconds. Adobe LiveCycle Data Services ES2 integrates seamlessly with the front end built with Adobe Flash Builder™ and back-end SAP systems, providing agents with a reliable platform for capturing data to and from enterprise systems.

“To address the project’s goals, we took a design-led approach to fitting all the pieces together,” says Webster. “Using the Adobe Flash Platform, we eliminated most of the heavy coding required to create a rich, Flex® based experience for the existing SAP infrastructure.”

With LiveCycle Data Service ES2, the development team created a powerful application to deliver critical customer account and product information right to agents’ screens on demand. Seamless systems integration allows agents to quickly see the products a customer owns, purchase dates, previous call notes, and a user’s level of expertise, which provides an appropriate starting point for troubleshooting and accelerating problem resolution.

“We want to enable agents to resolve customer requests on the first call,” says Rasmussen. “With our new application, we can deliver actionable, useful information to agents faster to help ensure we’re meeting our requirements and our customers’ needs.”

Adobe LiveCycle Data Services ES2 transports a wealth of relevant customer information from many back-end systems, including SAP, to a single, easy-to-use interface, improving agent productivity and customer services.



Systems at a glance

- Adobe LiveCycle Data Services ES2
- Adobe Flash Platform. Components used include:
 - Flex
 - Adobe Flash Builder
 - Adobe Flash Catalyst™
- Adobe Creative Suite 5. Components used include:
 - Adobe Illustrator® CS5
 - Adobe Photoshop® CS5

An immediate improvement

According to Rasmussen, the service application built on the Adobe Flash Platform and LiveCycle ES2 has had an immediate, positive impact on customer services. "We saw a quick rise in employee and customer satisfaction," he says. "Our call center staff felt better equipped to handle customer inquiries, and our customers were enjoying faster, more streamlined services. We've seen churn rates among call center staff drop by 12%, and we shortened training times from a week to a day."

In addition, the Adobe solution has produced a significant improvement in the company's call handling times and customer satisfaction scores. "Call handling times have been reduced by 15%, meaning agents are providing more efficient and effective services to even more customers," says Webster. "Post-call surveys have shown an approximate 10% improvement in our customer satisfaction scores. The enhanced customer service relates directly to the user experience design, which could only be realized with Adobe Flash Platform and LiveCycle Data Services."

For more information

www.adobe.com/flashplatform
www.adobe.com/products/livecycle/dataservices/



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