

Unified Workspace solution

Shorten sales cycles and reduce costs while delivering personalized customer services



With the proliferation of digital devices and communication vehicles, customer expectations are quickly rising. Not only do customers want instant access to information, but they also expect a myriad of ways to reach businesses for help and requests. They want businesses to act quickly, armed with comprehensive information about their history, preferences, and needs. To meet these increasing expectations and demands, businesses need solutions that enable their workforce to respond quickly and effectively, regardless of physical location, communication device, or connectivity status. To be successful, field workers and mobile agents need the tools to quickly access critical information from various systems and sources to deliver personalized services.

In addition, companies must improve efficiency and enable faster communication between internal support staff and customer-facing workers by replacing slow paper-based or manual electronic processes with integrated, automated systems, reducing the need for multiple data entries. Businesses need to be able to enhance the customer experience through multiple channels, including web, email, chat, and traditional paper communications. Ultimately, such improvements help agents deliver a higher level of customer satisfaction, because customers receive faster resolution, more accurate information, and relevant advice and recommendations.

With the Unified Workspace solution, you can:

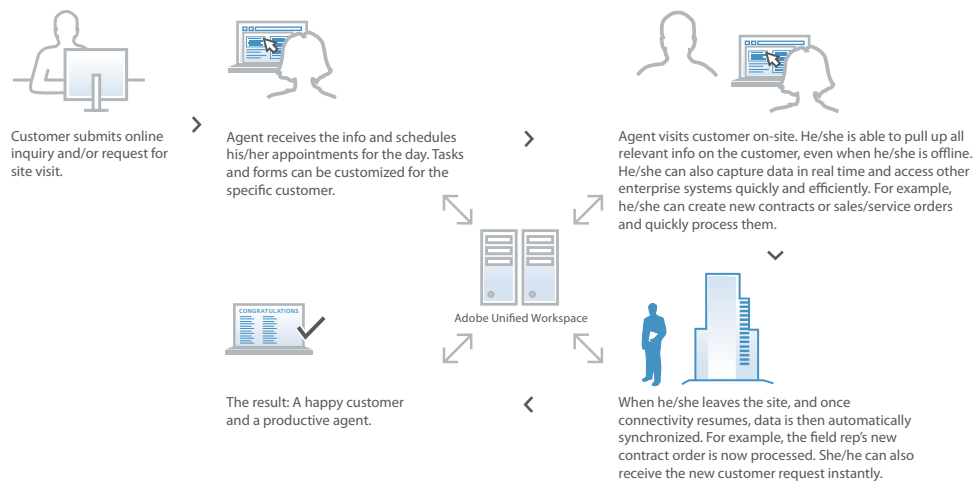
- Provide personnel with detailed customer information when making sales and service calls, regardless of connectivity status
- Enable remote access to enterprise data in ERP, CRM, and ECM systems
- Immediately authorize new service delivery with electronic signature capabilities
- Allow service representatives to capture customer data in real time for automatic synchronization with other enterprise systems

Whether the company is a large retailer whose business depends on high-quality customer service or an insurance company with mobile workers conducting field visits who need to close deals quickly, the Unified Workspace solution, part of Adobe's Customer Experience Solutions, empowers the workforce to respond immediately to customer needs by providing workers with easy access to critical and comprehensive information, helping them to be more mobile, effective, and agile.

Increased efficiency and shortened service and sales cycles

The Unified Workspace solution combines multiple information sources into an organized, easy-to-view workspace. End users can easily update and retrieve data and documents, manage tasks and projects, and complete important processes, such as order placements or customer visits. Regardless of connectivity status, mobile and field representatives can use information from customer relationship management (CRM), enterprise resource planning (ERP), enterprise content management (ECM), and other enterprise systems. Offline, users can capture customer data, submit information, or initiate a workflow. Then when connectivity resumes, the data is automatically synchronized, resulting in an improved sales and service cycle and a decreased error rate.

For example, a sales agent for an equipment rental firm visits a major manufacturer and learns that they need a short-term rental of a piece of machinery immediately. To close the deal and quickly create a new contract, the agent uses the Unified Workspace solution to access data from the company's order management system, update the client's account data, and create the quote, contract, and order—all while in the field. Responding to an order request on the spot gives the mobile field representative a chance to win new business before the client shops around, as well as translates to faster delivery of the needed equipment and offering the best possible service.



With the Unified Workspace solution, customer-facing representatives can easily manage their tasks, work efficiently, and ultimately provide superior customer experience.

Business value

- Improved customer retention through better on-site customer service and consistent multiscreen experience
- More efficient and productive workers resulting from their ability to quickly access customer information
- Greater profitability from faster quote-to-order and quote-to-cash processes, shortened cycle times, and more effective cross-selling and upselling
- Reduced overhead through support savings, smaller in-house customer interaction force, and lower field administrative burden
- Improved data capture accuracy

Return on investment

The Unified Workspace solution can provide significant financial return, making use of many of Adobe's ubiquitous technologies. For example, a major business support services firm calculates it will improve its bottom line by \$10 million annually by implementing the Unified Workspace solution based on Adobe AIR®. A global medical and scientific services provider estimates it will increase its profitability \$3.7 million annually through process improvements driven by the Unified Workspace solution.

Customer satisfaction and increased profitability

With conventional customer service approaches, customer-facing employees must handle many processes individually and manually, often using different systems. They invest time searching through multiple sources and then use a different process to manage the contract or order, often having to reenter information, which could lead to delay and error. Furthermore, supporting processes might have dependencies on multiple systems, making them difficult to track and manage. The Unified Workspace solution, built on the Adobe Digital Enterprise Platform, provides a comprehensive framework that addresses these challenges and can help deliver the following business benefits:

- Better customer experience resulting in greater customer retention
- Increased profitability
- Lower administrative and support cost
- Empowered workforce with access to information anytime, anywhere, on any device

For more information

www.adobe.com/solutions/customer-experience/unified-workspace



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Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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