Rocket software

Rocket® Modernization Solutions for Contact Centers

Increase productivity, improve customer service, and drive more revenue

Contact centers often rely on mainframe and midrange computer applications to track customer information, process orders, check inventory, manage service status, and more. These rock-solid applications are critical to the business, but their decades-old workflows and green-screen interfaces often don't meet the needs of employees or customers. As a result, average call handle (ACH) times suffer, productivity is diminished, and upsell or cross-sell revenue opportunities are missed. Rocket Software's modernization solutions help organizations increase contact center effectiveness by enabling you to build new web and mobile user experiences from tried-and-true mainframe and midrange applications. With Rocket, key application functionality can be incorporated into new user experiences or reusable services that run anywhere, with minimal IT support. Businesses can deliver superior customer experiences, respond quickly to changing market demands, and adopt customer self-service and other new digital models—increasing productivity, revenue, and user satisfaction.

Challenge

One leading multi-channel retailer places a lot of emphasis on customer service. While customers have no qualms about making purchases online or by phone, they expect responsive, personalized service that meets all their shopping needs. There are many cross-selling opportunities that are important to the company's continued expansion, with complementary items spanning different product lines. In a competitive industry, this company has grown through acquisition, and they've combined multiple lines of business under one brand. Unfortunately, the retailer ran into difficulties delivering the necessary IT support. Because of several acquisitions, customer service representatives (CSRs) had to log in and out of multiple applications and systems to interact with callers. Further, the company's applications were built with green-screen interfaces that were counterintuitive for most CSRs. These challenges increased average handle times (AHT), reduced CSR productivity, inhibited cross-sell opportunities, dragged down employee morale, and led to increased attrition and onboarding costs. Meanwhile, customers were growing frustrated at being unable to check order status themselves through the company's website, as outdated green-screen applications didn't offer web and mobile access.

The Challenge

These challenges increased average handle times (AHT), **reduced CSR productivity, inhibited cross-sell opportunities, dragged down employee morale**, and led to increased attrition and onboarding costs.

The Solution

Instead of choosing an imperfect solution, the retailer decided to build new user and customer experiences relying on their existing business logic using Rocket Software modernization solutions. With Rocket, they increased the value of their existing assets while creating enhanced user experiences for their key constituencies.

The new solution rested on three pillars

Build a user experience (UX) that matches their business workflow

Using visual design tools from Rocket, they created web and mobile user interfaces (UIs) with elements from dozens of individual green screens on a single panel, vastly improving productivity. Instead of paging through multiple screens to find an item, check inventory, and process an order, CSRs could do it all from a single web page. This streamlined process vastly reduced average handle times for each customer call. CSRs could push a single button to find additional items to suggest during customer calls, increasing cross-sell opportunities.

Wrap host-based functionality into APIs

The functions they needed already existed within the retailer's IBM® i and mainframe applications, but there was no way to unlock them for web and mobile use. With Rocket modernization solutions, the IT team turned host-based application functions such as inventory, ordering, shipping, and billing into APIs to be combined and delivered as discrete services without having to access or modify their RPG or COBOL code. Functions across systems could even be combined into "composite" APIs that closely matched business processes.

Enhance existing web and mobile applications

Rather than scrap its significant host-based development efforts and starting from scratch, the retailer relied on Rocket solutions to create APIs from existing functionality, adding these new capabilities for web users. Now web shoppers could get self-service access to order status and inventory, making it easy them to stay up-to-date. Customer satisfaction rose,driving up sales and improving productivity by reducing the workload on CSRs.

With Rocket modernization solutions, you can keep your existing software infrastructure in place, focusing on increasing the value of existing assets and creating new user experiences for your customers.

The company had to do something, but none of the potential options were appealing

- Use stopgap measures such as additional employee training or providing email status updates to customers

- Buy and customize pre-built vendor software to replace the functionality of existing applications, some of which took decades to perfect.

- Build new applications from scratch, using web and mobile developers to replace application functionality that currently resides on older host-based systems.

The company wants to use its call centers to fulfill three business goals

1. Facilitate smooth and pleasant customer interactions over the phone

2. Use calls as an ideal time to promote cross-selling and upselling

3. Take better advantage of their existing web presence and infrastructure to meet customer needs and drive additional revenue

Working with Rocket, the retailer was able to:

Cut 50 seconds from AHT without affecting customer satisfaction

Slash training time by eight hours for new and seasonal employees

Reduce CSR significantly as morale improved

Improve employee productivity by 25%

Increase customer satisfaction by 25% due to better transparency and perceived responsiveness

The future won't wait—modernize today.

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