

Whether you face challenges related to improving customer service, increasing revenues through cross-sell and up-sell, limiting exposure to fraud or enforcing regulatory compliance, IBM GBS can use OpenSpan as the platform of choice to improve the productivity of customer service and back-office workers.

Using OpenSpan software, IBM GBS can help an organization discover how its users really work, measure inefficiencies in their user processes, and then improve them. The improvement often comes through an engagement which includes OpenSpan automating existing applications. And you can realize significant ROI, usually within a very few months..



Cross-Sell / Up-Sell

Next Call	Billing Phone #: 574-753-7541
	First Name: Jane
	Last Name: Automation
	Address: 1101 Michigan Ave
	City: Logansport
	State: IN
	Zip Code: 46947
	Type of Service: High Speed Internet
	Installation Date: 01/16/2011
	Credit Score: 785
	Deposit Amount: 50
	Credit Card #:

Service Reminder
 Offer a Residential Modem for \$49.

Enterprises are constantly looking for ways to increase revenues in cost-efficient ways and the lowest hanging fruit is usually selling more products and services to existing customers. OpenSpan can quickly and easily help turn points of service into points of sale.

OpenSpan runs locally on any user's desktop (e.g. retail bank teller, contact center agent) and enables existing applications to hook into new or existing marketing campaigns, CRM systems or custom business logic for cross-sell and up-sell – without having to change the existing applications or requiring the users to learn new or sophisticated CRM or marketing applications.

Real-Time Customer Alerts



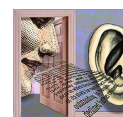
- ❖ Events sent automatically when customer record accessed (e.g. swipe debit card, agent answering call, etc.)

Campaign Delivery



- ❖ Unica (IBM)
- ❖ Salesforce.com
- ❖ Siebel
- ❖ Custom-developed offer management

Custom Guidance



- ❖ Tooltips layered on existing applications
- ❖ Popup windows / forms with offers
- ❖ Managed workflows

OpenSpan and IBM

- OpenSpan is an IBM Advanced Partner
- OpenSpan software is compatible with most major IBM Software lines, including IBM Lotus, IBM WebSphere and Cognos
- IBM GBS has a Master Global Reseller agreement (SSEA) in place with OpenSpan

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