INTEGRATION MATTERS

nJAMS Improves Customer Service of European Financial Organization

A leading European insurance and asset management company now uses self-service process insights to empower the jobs of their business specialists. Customers also appreciate easier and more effective communication.

Today's broad range of digital resources allow access to abundant information, which has changed the relationship between customers and service providers. Now, customers can easily compare product offers, check performance ratings, exchange experiences and provide advice. Our client, a financial organization, decided to directly meet these challenges by setting a goal to exceed customer expectations. In order to deliver the right experience at every stage of the customer journey, they understood that best-in-class customer and process intelligence would be necessary. Something needed to change.

Previously, every time a customer status request or a complaint was received, a dedicated processing specialist was automatically appointed. In order to properly investigate the request or complaint, the specialist needed background information. However, due to the complexity of the organization's IT landscape, it was very time-consuming for the specialist to contact the IT department and check the processing status in diverse applications such as IBM and SAP.

With this type of scenario in mind, the organization knew it needed to empower their insurance and asset management specialists to make smarter, faster decisions. At the same time, the specialists were demanding more control and faster access to status information in a context they could immediately apply to their business. Due to constantly changing professional requirements, they wanted to create and access specific sets of reports, queries and alerts by themselves – with minimal IT intervention – in a self-service environment.

Solution

The financial services provider deployed nJAMS for monitoring insurance as well as banking transactions based on a leading integration infrastructure that links the on-premise and cloud environments. nJAMS is a fast-to-deploy and easy-to-manage process visibility suite with customizable end-user interfaces.

While IT operations continue to focus on technical and performance monitoring of applications and business processes, an environment has now been deployed for specialists to access process insights in a business context. They are now offered an intuitive, non-technical front end that does not require them to be technologically savvy. User satisfaction increased dramatically after the specialists were able to implement their own queries, reports and alerts, tailored to their requirements, and on their own timetable.

nJAMS has given the specialists the independence and self-determination they need to more quickly answer questions and make decisions, while giving IT the ability to control the environment and apply governance and security measures when necessary. Specialists are able to personalize dashboards or define automated alerts so that the process insights become actionable for their particular job.

The customer began using nJAMS as an on-premise solution, but after three years moved nJAMS and the integration platform to a private AWS cloud so that the solution is currently entirely cloud based. The decision to use nJAMS was based on several factors, one being the fact that the customer has a variety of units operating distributed integration services with individual monitoring. nJAMS has integrated these processes and now provides an easy and quick way of monitoring data execution to fulfill requirements and SLAs.

Benefits

This financial organization implemented nJAMS to provide the customer service specialists easy-to-use process insights, resulting in operation optimization and simplification, operational time reductions and decreases in errors. It also significantly contributes to customer excellence. In many cases, the processing time of customer requests has decreased from five to one minute.

The customer chose nJAMS after examining potential ROI based on specifically required features such as alerting, granular managed access and search capabilities. In addition to lower maintenance costs as well as the mitigation of risks when compared to a custom-built solution, ROI estimates showed a one-time savings of approximately $250,000. Rollout and initial setup took only about four weeks, with most of that time dedicating to aligning activities with integration, infrastructure and security teams as well as training users.

The company's business continues to focus on customer centricity and on innovating and improving customer experience. However, meeting and exceeding customer expectations is a mission that is never fully accomplished. Would you like some help with that?

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