



Case Study: An Issue Management System

SUMMARY:

Challenge:

- ✘ Meet regulatory requirements
- ✘ Create a centralized complaints system
- ✘ Allow for Scalability
- ✘ Improve issue handling cycle time
- ✘ Auto route issues to appropriate group
- ✘ SLA monitoring
- ✘ Implement escalation strategy
- ✘ Generate KPIs
- ✘ Leverage legacy architecture, systems and data

Solution:

- ✘ Leveraged current SOA architecture and J2EE/OSGI platform
- ✘ Created data model that allowed for cross-functional use
- ✘ Developed plan to deploy in a phased approach
- ✘ Created Integration Layer to interface with UI
- ✘ Created network architecture that allowed for integration of key business areas

Challenge

An internationally known bank required a customer issue management infrastructure to meet **regulatory requirements** and enhance the **customer experience**.

The new infrastructure required the flexibility and scalability to be able to handle complaints from different functional areas of the bank, **centralizing all issues** into one system. The areas would be added in a phased approach. The new system also required **automation in the routing of issues and tasks** to specific user groups, which would be provisioned through an existing system. It also necessitated the implementation of **SLA tracking, escalation strategies** and the generation of relevant **KPIs** to enable management to identify areas that needed improvement.

Solution

As Crossvale had been used in the successful implementation of an infrastructure for integration with a new core banking system, the decision was made to leverage the knowledge, expertise and familiarity that Crossvale had gained from previous projects. Knowledge of the banks' current infrastructure made it possible to rapidly and efficiently architect and implement the solution.

A phased solution was planned which enabled the scheduling of functional areas of the bank to be added to the system. A custom web application was built that allowed for manual input of a complaint (to be used by branch and service center employees). The solution also involved **reuse of web services on an ESB (Enterprise Service Bus)** and the creation of new services to integrate with specific back ends that were required for the new infrastructure. These included interfacing to an **OSGI/J2EE** platform that managed the complaints database and handled common logic, such as the statistical analysis in creating KPIs. The system also had to integrate with a **document storage system** (Livelink), **business process management** (BPM) system that set up rules for the complaints and handled automated routing and a **security access module** (SAM) that managed user group assignments and roles. The system also had an integration layer that was specific to the channel, which handled channel specific rules such as error code remapping.

The creation of a data model that allowed for ease of coverage of different complaints of the bank was created.

Results:

- ✘ **Successful implementation of multiple phases**
- ✘ **Standardization of processes**
- ✘ **Improved customer satisfaction levels with streamlined communications**
- ✘ **Automated routing**
- ✘ **Enhanced information flow for management decision making**
- ✘ **Improved issue handling cycle time**
- ✘ **Improved employee communication and productivity levels**

The architecture leveraged as much of the existing architecture as possible, with the aim of making the implementation as simple as possible for ease of integration for new channels:

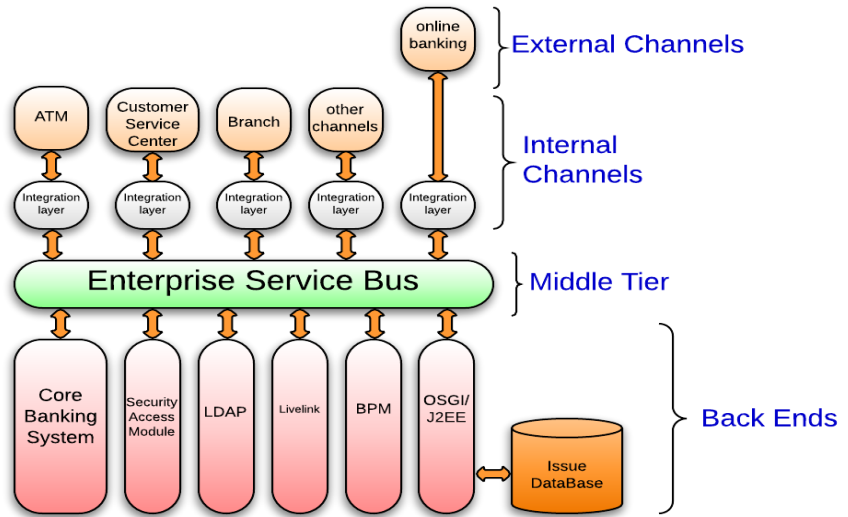


figure 1. Architecture of Issue Management System

Results

The system was successfully implemented, on time and on budget with the first phase meeting the regulatory requirements needed for issues that related to mortgages. Initial cycle time reductions for issue handling improved from **4.5 days** to **2.6 days**.

Other results included:

- **Standardization of processes** for resolution handling
- More effective and efficient use of **employees' time**
- Efficient reporting and **escalation processes**
- **Streamlined customer communication processes** including automated generation of letters with customizable areas
- **Ease of integration** with new channels
- Improved **customer communication channels**
- **Faster communications** between groups with **automated routing** and notifications
- Faster management reporting processes with KPIs enabling **informed decision making**



Crossvale Inc.
www.crossvale.com
 5050 Quorum Drive #325
 Dallas TX 75254
 (866) 472-7945