

# IBM Real-Time Analytics Matching Platform

*Helping contact centers to boost revenue growth, increase cross sells, up sells and raise customer satisfaction levels*



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## Highlights:

- Enhances call center metrics, including average handling time, customer satisfaction and service level adherence
  - Produces measurable results through accurate and optimal interactions
  - Minimizes agent attrition and creates a performance path for new agents
  - Increases customer response rate
  - Supports cross sells and up sells, driving revenue growth
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## Meeting the challenge for more productive outcomes

Today's call centers are under pressure to retain customers, improve profits and lower agent attrition. Consequently, it has become necessary to redefine how performance is measured and to understand the factors that affect call center profitability. Traditionally, contact centers have applied first-available agent, skills-based routing and customer designations in an attempt to improve the matching of agents to clients. While these approaches may improve call handling efficiency, they don't consider the long-term profitability of the outcomes.

## Turning analytics into action

The IBM Real-Time Analytics Matching Platform (RAMP) brings an entirely new level of sophistication to the way contact centers route calls to agents. RAMP provides an innovative approach that leverages patented call routing processes to successfully match customers and agents for a more productive conversation and outcome. To accelerate time-to-value, the solution easily integrates into IBM and Genesys environments with minimal impact on existing telephony components and call flow.

IBM and specialty insurance provider Assurant have collaborated to produce RAMP. Leveraging sophisticated applied analytics and call routing processes, RAMP takes advantage of a wealth of stored information about customers and agents to aid in the matching process. RAMP is able to determine—for the first time—how to model this data in a way that gets the right customer to the right agent every time.



## Increases efficiency, reduces agent attrition

Conventional technologies like skills-based routing have evolved to help classify and route callers to agents. Unfortunately, the intelligence behind customer-agent assignments may not go far enough to significantly increase successful call outcomes. To be sure, skills-based routing helps with matching, but when compared to analytics optimized routing it does not achieve the most optimal results. As a result, successful call outcomes are often a random event.

RAMP is a call handling approach with a purpose similar to skills-based routing—that is, to match incoming callers to the most optimal agent. The key differentiator is that RAMP focuses on previously unexplored caller and agent attributes.

RAMP's integrated approach:

- Uses patented real-time and historical analytics to identify agents with the highest affinity (rapport potential) for specific customers
- Enhances call center metrics such as average handling time, customer satisfaction and service level adherence with a focus on revenue and revenue persistency (likelihood a customer will generate revenue over a long period)
- Complements and broadens existing contact center infrastructure, rules and routing

## What does this mean operationally?

RAMP is complex in its matching analytics and integrated methodology, but surprisingly simple to deploy. RAMP's components are designed to easily integrate into a variety of traditional routing and predictive dialing platforms. Additionally, the RAMP solution is based on Service Oriented Architecture, runs on industry standard infrastructure and deploys with minimal operational disruption.

RAMP uses matching algorithms to consider location specific attributes such as service level agreements, agent fatigue (defined by utilization relative to peers), average speed of answer in the center, and other customizable rules when making decisions. Additionally, the analytics workbench component performs a thorough analysis of the historical data with the customer, and identifies key attributes for the agent and customer where the correlation between the two defines success. Furthermore, flexible modeling tools allow attributes to be quickly added or removed, facilitating response to a rapidly changing business environment, such as adding new products.

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*RAMP applies advanced analytics, leveraging both customer and agent information that result in a better customer experience and increased satisfaction*

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### Significantly impacts the outcomes

Assurant Solutions has been using an analytics-based routing approach to increase call center profitability and enhance the customer experience in its call centers for more than seven years, increasing retention revenue by 37% and sales revenue by 29% within the first year of implementation. All this success contributed to lowering agent attrition by 25%, simply by exploiting the untapped potential of analytics. Similar improvements were also observed at multiple Fortune 100 financial services organizations where RAMP was deployed. While users are saving millions of dollars a year, RAMP has the potential to improve those savings as the underlying analytic models mature.

Successful outcomes increase agent confidence levels as they recognize they are much more likely to get calls from customers who they can deal with positively. Their performance metrics will improve and they sense more ‘predictability’ in their days. Such parameters in a call center help increase motivation for agents, as well as decrease attrition. Natural learning curves result and agents are more likely to increase their performance over time.

### Why IBM

The IBM Real-Time Analytics Matching Platform is part of the IBM Business Analytics and Optimization (BAO) solutions portfolio. The platform leverages IBM’s deep expertise in analytics and customer insight technologies.

The BAO Analytic Solutions Team deploys a team of consultants who combine their industry and process expertise with IBM’s capabilities and resources in advanced mathematical research, business performance management, business intelligence systems, software and deep computing. The BAO offers solutions in the areas of marketing investment optimization, risk management optimization, complex supply chain optimization, and dynamic pricing optimization in analytics and customer insight technologies.

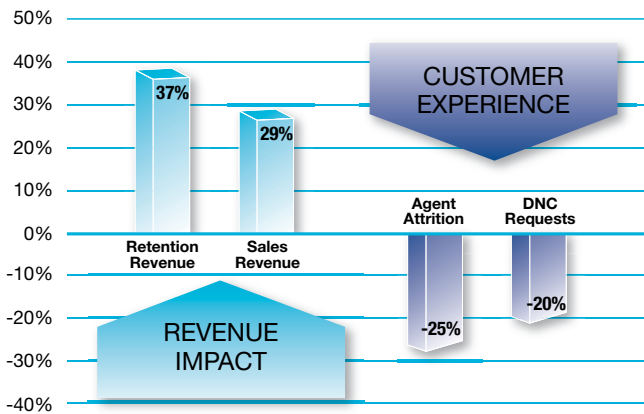
RAMP is currently available for customer contact-centric industries including financial services, telecommunications and cable. RAMP joins a growing IBM portfolio of analytics-based assets focused on helping clients make better decisions.

### For more information

To learn more about the IBM Real-Time Analytics Matching Platform for contact centers, contact your IBM representative, or visit:

[ibm.com/services/us/gbs/bus/html/bcs\\_centeroptimization.html](http://ibm.com/services/us/gbs/bus/html/bcs_centeroptimization.html)

What RAMP means to Assurant's Performance<sup>1</sup>





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Assurant Solutions is a service mark of Assurant, Inc. RAMP is based on the following patents: Patent No. 7,050,566 -May23, 2006; Patent No. 7,062,031 -June 13, 2006; Patent No.7,593,521 -September 22, 2009.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

1 Performance measurements derived from Client Statistical Performance Reports comparing fees acquired or saved within a calling month with baseline month. 37% increase based upon client's save rate for calendar year 2005 with baseline of calendar year 2004. 29% increase based upon client's sold fee rate for calendar year 2006 with baseline of October 2004 to September 2005.



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