Babylon-Enterprise for CRM

Putting customer care in focus with a single click

Customer Relationship Management: Information Challenges

CRM is a business strategy that enables businesses to acquire new customers and maintain good relationships with existing ones. CRM processes help organizations improve customer service, enhance customer satisfaction, maximize customer loyalty and retention, and ultimately increase profitability. An array of technologies and applications serve to streamline operational processes and business functions, and facilitate productivity of customer-facing employees. But for CRM to be truly effective in an organization, mission-critical information must be readily available to all employees engaged in customer relationship activities.

Meeting Customer Needs and Expectations

Regardless of a company's particular product or service, employees engaged in customer-focused activities all share the constant pressures and competition to satisfy customers and render services that meet and even exceed expectations.

For most companies the principle link between the business and the customers is a call center. It is therefore imperative that service representatives, whatever their specific task or function, respond to customers quickly and with reliable information. For example:

• A sales representative must be able to supply accurate product specifications, shipping costs and delivery dates.

• A service representative must be able to rectify an overcharge in the customer's bill or coordinate the arrival of an installation technician.

• A technical support representative must be able to swiftly and smoothly resolve any problem the customer is experiencing.

Getting Vital Information from Enterprise Sources

The vital information needed by service representatives often resides in disparate information systems, such as CRM applications, ERP databases, Helpdesk systems, and even Outlook Contacts folders. Each information source utilizes a different software application and interface, login procedure and search mechanism, making access to information slow and difficult. In a customer service or call center environment, this is intolerably inefficient.

The Babylon-Enterprise Solution for Customer Service

Babylon-Enterprise provides the solution to the particular needs of workers engaged in customer service operations. Babylon-Enterprise is an information retrieval tool that delivers precise and concise information from the enterprise applications and information management systems directly to the user's desktop.

Babylon-Enterprise is activated by a single click on any text on screen and produces results instantly. Results are displayed in a simple and consistent format, even when information comes from disparate sources, making it easy for users to view and use the information delivered.

Results also include links to the information's source application, allowing users to drill directly into the data in its original location and form when necessary. The information users receive is updated continually and transparently, and in compliance with the organization's security procedures.

With Babylon-Enterprise, users can remain focused on their customers and the task at hand – such as answering an email query, taking a phone order, or troubleshooting through an online chat box – without having to switch applications for information.

Babylon-Enterprise in the CRM Landscape

Introduced in 2005, Babylon-Enterprise has been implemented by industry-leading customers worldwide, totaling nearly 200,000 desktops. The deployment of Babylon-Enterprise to facilitate and improve customer-focused business processes produces immediate returns on the investment. Businesses experience greater employee productivity and customer satisfaction, along with the resulting increase in customer-retention, sales and revenues. Two such examples:
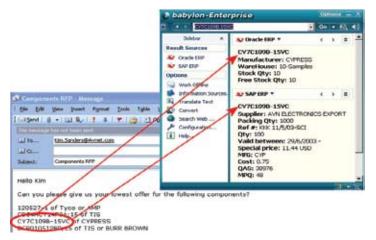
Sales Quotations

To provide a quotation in response to a customer request, the sales representatives at a multi-national electronic components distributor would typically refer to the company's ERP and CRM systems and price lists, as well as vendor catalogs and databases. The need to access different systems and dispersed resources, for even a simple quote, made their job cumbersome and time-consuming.

Once the company deployed Babylon-Enterprise, the sales team gained instant access to information from over 50 enterprise and supplier sources. In a single click, a sales representative can retrieve information such as component prices, inventory and lead times as well as customer contact details, order history and credit status.

Second click takes user directly to information in source application

For this company, Babylon-Enterprise has reduced the time it takes to prepare written quotations from hours to minutes. It has also improved the quality of quotations because it delivers the most up-to-date information.

One click delivers relevant results from all information sources

Customer Service

Following a merger of two communications companies – one a long-distance service provider and the other an Internet service provider – the customer service team was facing two different CRM systems with completely different interfaces. Training the staff to use both systems proficiently was not an option, as the underlying problem was the sluggishness of the CRM systems themselves; they were simply consuming precious time and resources during customer calls.

With Babylon-Enterprise in place, the customer service team is able to retrieve information from either or both CRM systems in a single click, and view it in a unified interface and format.

For this company, Babylon-Enterprise has significantly reduced the average time spent on service calls, lowered call center costs, and improved customer satisfaction.

Babylon-Enterprise Features and Benefits

- **Single-Click:** Babylon-Enterprise's most powerful feature is its single-click activation. A click on any text in any Windows application activates the query. Users can use Babylon-Enterprise intuitively and effectively as soon as it is installed, without any training.
- **Unified**: Babylon-Enterprise's single click works like a "master key" to all sources of enterprise data. Users do not need to guess or decide where to look for information, and do not waste time performing tedious cycles of launch–login–navigate–search in each information system.
- **Immediate:** Babylon-Enterprise delivers information instantly. Users rarely wait for results, even when queries are submitted to very large databases or over a network.
- **Relevant:** Babylon-Enterprise analyzes the on-screen context of the clicked text and displays only the most relevant results. Users get relevant results; users do not have to spend time sifting through irrelevant results.

- **Concise:** Babylon-Enterprise delivers concise results – a synopsis of the information needed by the user. Users are not overwhelmed or confused by too much information or a bewildering array of options.
- **Consistent:** Babylon-Enterprise presents all results in a consistent format. Even when information comes from disparate sources, the results are displayed clearly and uniformly in a single window. Users can easily scan the results and find the information needed.
- **Intrinsic:** Once installed, Babylon-Enterprise is always available, yet never intrusive. It operates (seamlessly) on top of any Windows application, delivering enterprise data directly to the user. Users can remain focused on their task in the active desktop application and maintain workflow without interruption.
- **Merged:** Babylon-Enterprise results include direct links to the data's source application. A click from the Babylon-Enterprise client launches the enterprise application, bringing authorized users to the information in its original location and form, even deep within enterprise systems. Users drill down directly into the enterprise information systems (often in an unconscious effort), thus reducing search time, accelerating application learning curves, reducing training requirements, and increasing utilization of the enterprise systems. Organizations gain improved corporate compliance, better informed decisions.

Fast ROI with "Soft Integration" of Enterprise Applications

Integration of data from disparate systems to better serve employees and the enterprise is a challenge commonly faced by information system managers. These managers need a risk-free solution that is flexible enough to accommodate changing employee needs and gentle enough to avoid impacting existing systems. What they need is a soft integration solution. This is precisely the kind of situation in which Babylon-Enterprise can play a significant and valuable role in an organization. It extracts data from various enterprise systems, creates a unified view of the business entities, and presents the information to users instantly.

Babylon-Enterprise's soft integration of enterprise applications enables organizations to:

• Keep users connected to a legacy system while upgrading to a new system.

• Consolidate systems as a result of business mergers and acquisitions.

• Facilitate changes in information systems serving mission-critical business units

• Reduce the number of applications used at critical junctions, such as call centers and control rooms.

By simply exposing information through its interface, Babylon-Enterprise creates, in effect, an integrated view of otherwise disparate systems. This "soft integration" of enterprise applications constitutes an attractive and easily achievable alternative to complex and costly enterprise application integration (EAI) projects

About Babylon

Babylon is a world leading provider of software solutions for instant translations, definitions and enterprise information retrieval.
Babylon has sold over 3 million licenses and has been installed on more than 50 million desktops in 200 countries. Babylon's customers include industry leaders such as Daimler, Ericsson, Eurocontrol, Siemens, Robert Bosch, Gillette/Braun, IBM, Lufthansa, Motorola, Nestlé, Petrobras, Philips, SAP, Intel, Novartis, and many more. Babylon was established in 1997, and has been traded on the Tel Aviv Stock Exchange (TASE: BBYL) since 2007. The company has offices and representatives around the globe.
For more information about Babylon, visit www.babylon.com and www.babylon-enterprise.com

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