

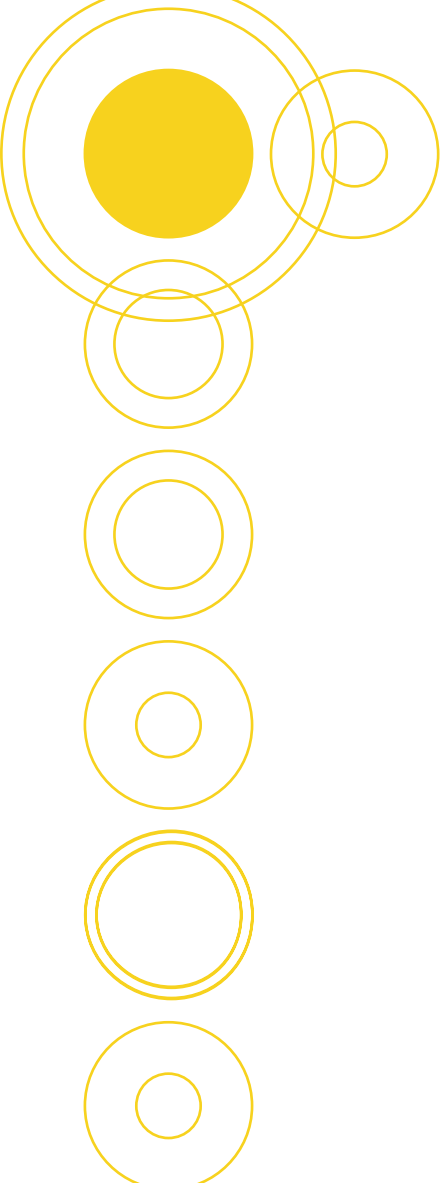


Hyperion CRM Analysis

Hyperion Customer Interaction Center

Hyperion® Customer Interaction Center is a complete analysis application that helps businesses understand and manage even the largest customer service operations. With Hyperion Customer Interaction Center, organizations can improve service levels, more effectively utilize customer service representatives, and increase customer satisfaction and loyalty. Part of Hyperion CRM Analysis, an integrated suite of applications that manage customer relationships across all touch points, Hyperion Customer Interaction Center provides the real-time metrics and indicators necessary for effective customer service center management.





Businesses have devoted a tremendous amount of time and money to upgrading their customer service and support centers, often employing and integrating Web self-service applications, automatic call distribution (ACD), computer telephony integration (CTI) and integrated voice response (IVR) systems with corporate knowledge bases. But despite these investments, call center management remains largely a subjective process based on sporadic observation rather than clear understanding. This is because the raw data operational systems collect does not easily lend itself to sophisticated analysis of meaningful business metrics such as customer satisfaction, service levels and total quality.

Hyperion Customer Interaction Center uses the data from call center systems, front office automation applications and corporate knowledge bases to derive the critical business metrics you need to understand and manage your customer service center. By providing clear, insightful indicators that explain aggregate customer interactions, service level and quality trends, service delivery effectiveness and customer satisfaction, Hyperion Customer Interaction Center gives your call center and customer support desk managers the valuable information they need to make the right call.

Hyperion Customer Interaction Center Improves Customer Service

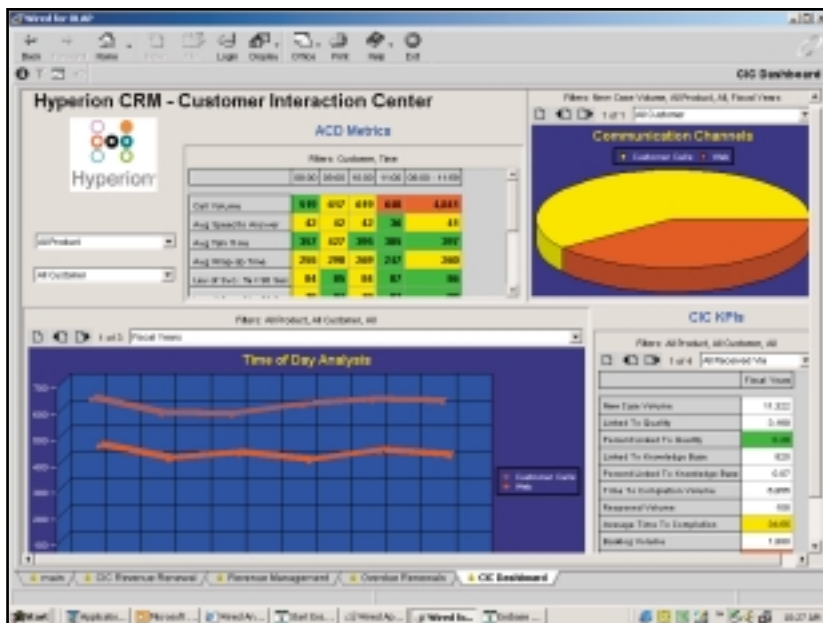
Before you can make customer service improvements, you need to understand which parts of your call center are working and which areas need attention. Hyperion Customer Interaction Center provides all the information you need to analyze your service and support operations—as they stand right now, and as they change over time. The application provides a single “snapshot” view of key performance indicators derived from multiple ACD, CTI, IVR, and knowledge management systems. And by archiving this data for future analysis, Hyperion Customer Interaction Center lets managers compare business metrics over time. Armed with a solid understanding of current and historical performance, decision-makers can target customer service improvements where they will be most effective.

Access Critical Information in a Single View

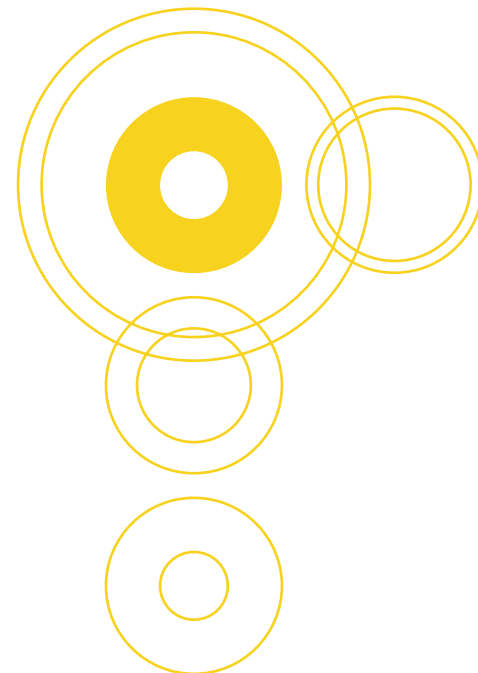
Hyperion Customer Interaction Center lets call center managers access all of the critical information they need from a single, integrated display—the CIC Dashboard. Companies with multiple worldwide call centers running a range of disparate applications can instantly see the complete picture of their customer service and support operations.

The CIC Dashboard enables real-time management of enterprise call centers. It combines key call center performance indicators with intuitive graphics on a single screen. All indicators, from backlog volume to time-to-completion, can be flexibly sorted by call priority, customer, case type and severity. Most of this essential information is not contained in any operational database but is derived by Hyperion Customer Interaction Center's unique ability to integrate multiple data sources.

Without this "big picture view," serious performance problems can go undetected, slipping through the gaps between call center applications, databases and locations. By allowing managers to quickly assess the real-time state of all customer interactions, the CIC Dashboard helps identify and correct customer service issues before they become critical.



Call center managers can quickly assess the real-time state of call center operations and customer interactions using the integrated CIC Dashboard feature of Hyperion Customer Interaction Center.



Manage for Continuous Improvement

Monitoring key performance indicators enables real-time call center management, but long-term success requires an understanding of how these indicators change over time. Most operational systems have no way of archiving the data they gather about call center performance, but Hyperion Customer Interaction Center captures this valuable information and provides rich analytical tools that enable managers to analyze customer service trends.

KPI Trending shows change over multiple time periods for key performance indicators such as overall case volume, average time-to-completion and call backlog. Intuitive “stop-light” reporting highlights positive or negative trends and makes it easy to quickly identify areas that have improved or that need further attention. The KPI Trending capabilities of Hyperion Customer Interaction Center give managers the information they need to sustain call center quality and excellence over time.

Hyperion Customer Interaction Center’s KPI Trending capabilities let managers access and analyze the valuable historical information they need to sustain call center quality and excellence over time.

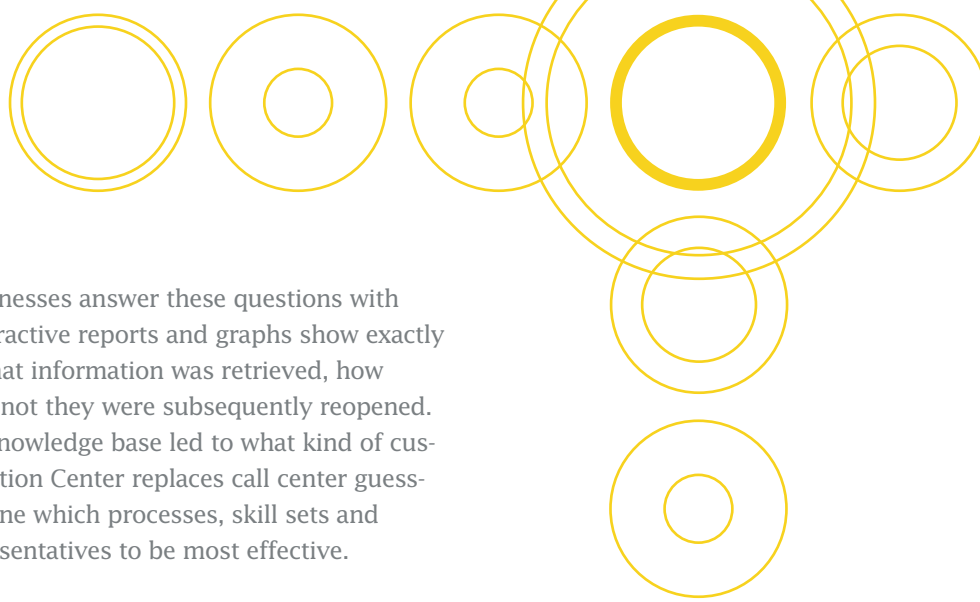
	Case To Date	April	May	June	July	August	September	October	November	December	January	February	March
All Fields	New Case Volume	11,222	905	1094	1061	790	717	948	880	910	751	820	821
	Parent Liked To Quality	5.24	5.16	4.78	5.24	5.30	5.30	5.30	5.27	5.30	5.27	5.24	5.16
	Parent Liked To Knowledge Base	4.87	5.12	5.88	5.13	5.88	5.87	5.88	5.88	5.88	5.88	5.88	5.88
	Parent On Case/Case with FTE	2.61	5.16	5.75	5.75	5.76	5.82	5.71	5.70	5.70	5.70	5.71	5.70
	Average Time To Completion	24.63	17.76	24.28	22.45	22.87	24.46	16.17	24.28	24.11	26.52	24.01	22.46
	Unassigned Inquiries	1278	98	71	888	106	888	176	888	106	888	888	888
	Backlog Inquiries	1,211	101	88	39	44	40	40	80	80	80	80	80
	Average Backlog Time	12.88	262.28	213.81	280.48	252.27	224.71	184.84	188.12	188.28	188.28	17.11	16.52
Critical	New Case Volume	281	10	86	43	12	10	64	10	10	10	10	10
	Parent Liked To Quality	5.44	5.24	4.72	5.11	5.13	5.1	5.26	5.35	5.24	5.30	5.14	5.16
	Parent Liked To Knowledge Base	5.10	5.16	5.11	5	5.17	5.16	5	5.85	5	5.85	5.88	5.10
	Parent On Case/Case with FTE	2.62	5.16	5.16	5.17	5.16	5.16	5.16	5.16	5.16	5.16	5.16	5.16
	Average Time To Completion	24.52	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14
	Unassigned Inquiries	10	1	4	4	1	1	1	1	1	1	1	1
	Backlog Inquiries	23	1	1	1	1	1	1	1	1	1	1	1
	Average Backlog Time	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14
High	New Case Volume	4,482	106	170	248	206	208	344	487	458	387	388	388
	Parent Liked To Quality	5.16	5.13	4.81	5.16	5.16	5.16	5.16	5.16	5.16	5.16	5.16	5.16
	Parent Liked To Knowledge Base	4.98	5.12	5.10	5.10	5.10	5.10	5.10	5.10	5.10	5.10	5.10	5.10
	Parent On Case/Case with FTE	2.60	5.16	5.16	5.16	5.16	5.16	5.16	5.16	5.16	5.16	5.16	5.16
	Average Time To Completion	24.52	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14
	Unassigned Inquiries	384	14	22	20	20	20	20	20	20	20	20	20
	Backlog Inquiries	374	10	10	10	10	10	10	10	10	10	10	10
	Average Backlog Time	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14	16.14

Hyperion Customer Interaction Center Enhances CSR Effectiveness

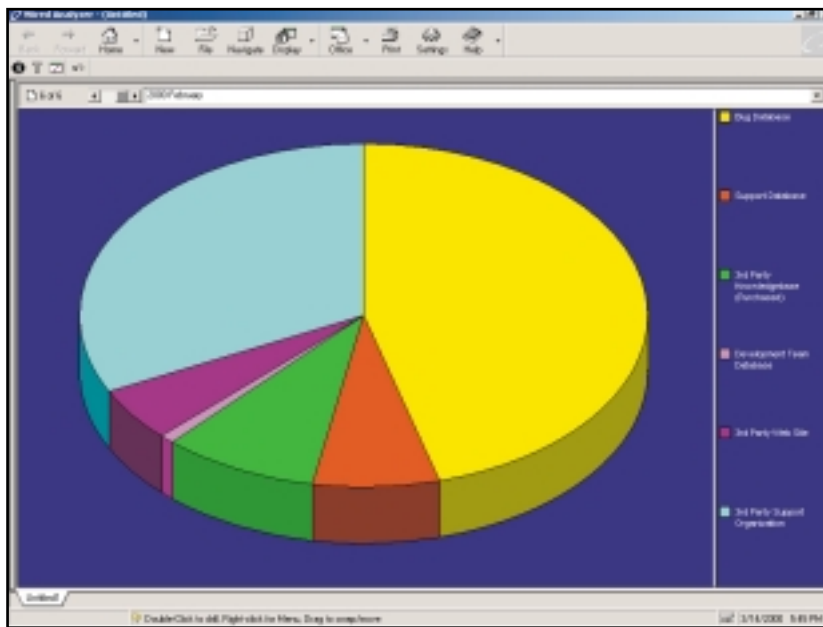
Even with all the technology companies have invested in their call center operations, customer satisfaction often comes down to the human interaction between callers and customer service representatives (CSRs). Hyperion Customer Interaction Center can help identify which processes, skill sets and information assets enable customer service representatives to be most effective.

Get The Most From Your CSR Knowledge Base

To make sure that CSRs have the information they need to handle customer inquiries as quickly and effectively as possible, many companies have implemented knowledge bases—centralized repositories of support information accessible in real-time to customer support representatives. But do these knowledge bases really work? How can companies measure their utilization and effectiveness in resolving customer questions?



Hyperion Customer Interaction Center helps businesses answer these questions with sophisticated Knowledge Base Link Analysis. Interactive reports and graphs show exactly how many calls accessed the knowledge base, what information was retrieved, how quickly these calls were resolved and whether or not they were subsequently reopened. Managers can see exactly which items from the knowledge base led to what kind of customer service results. Hyperion Customer Interaction Center replaces call center guesswork with the clear, hard facts needed to determine which processes, skill sets and information assets enable customer service representatives to be most effective.



Through Knowledge Base Link Analysis, Hyperion Customer Interaction Center helps businesses identify which processes, skill sets and information assets enable customer service representatives to be most effective.

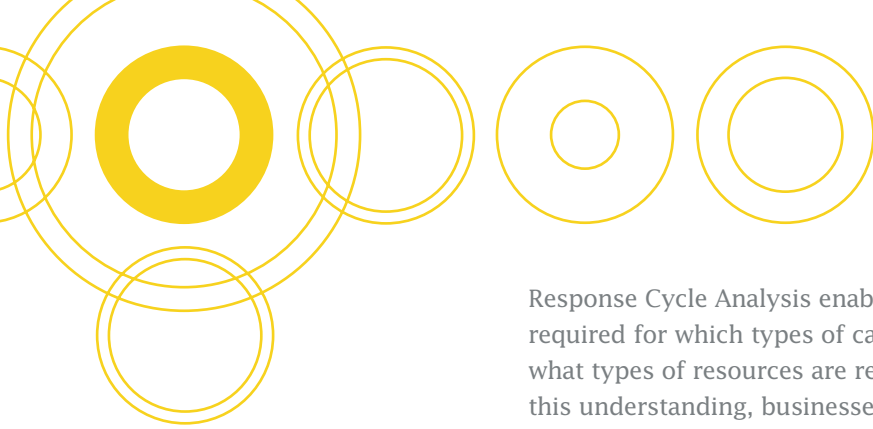
Hyperion Customer Interaction Center Builds Customer Loyalty

The only view of your service and support organization that really matters is your customers' perspective. Businesses that understand their customers' point-of-view can tailor their services to ensure maximum satisfaction and build loyalty. Hyperion Customer Interaction Center provides tools to analyze all aspects of customer interaction, enabling businesses to understand and manage how they are perceived by their customer base.

Redesign Business Processes to Serve Your Customers

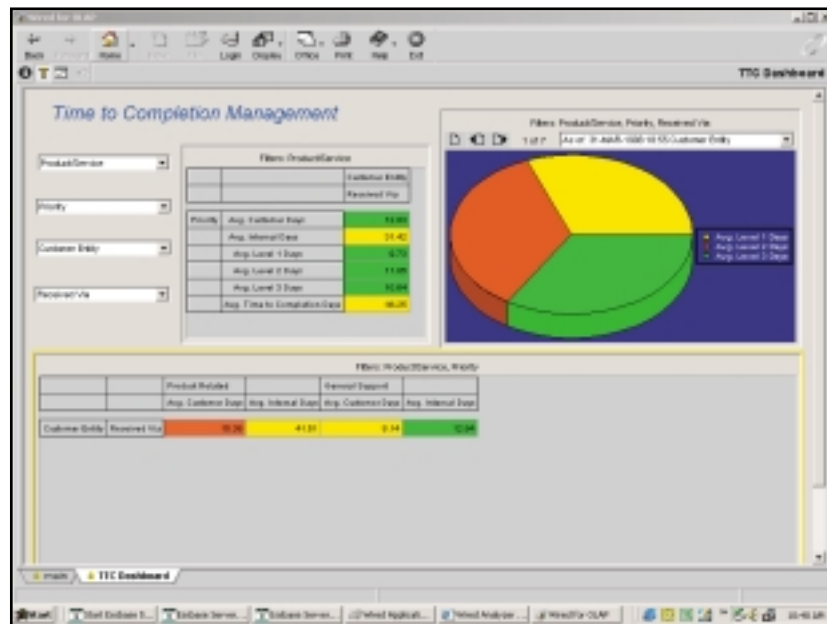
Is your call center its own worst enemy? Hyperion Customer Interaction Center can help you find out if your business processes are getting in the way of maximum customer satisfaction. Powerful Response Cycle Analysis measures the time to completion for each step in the customer interaction process—from initial contact to final resolution—allowing individual CSRs and managers to understand the impact of their own performance on overall responsiveness.





Response Cycle Analysis enables businesses to better understand what steps are required for which types of calls, where problem resolution gets bottlenecked and what types of resources are required to ultimately resolve customer issues. With this understanding, businesses can fine-tune call center practices to improve service quality and increase customer satisfaction.

Hyperion Customer Interaction Center enables Response Cycle Analysis, which measures the time-to-completion for each step in the customer interaction process and helps businesses fine-tune call center practices, improve service quality and increase customer satisfaction.

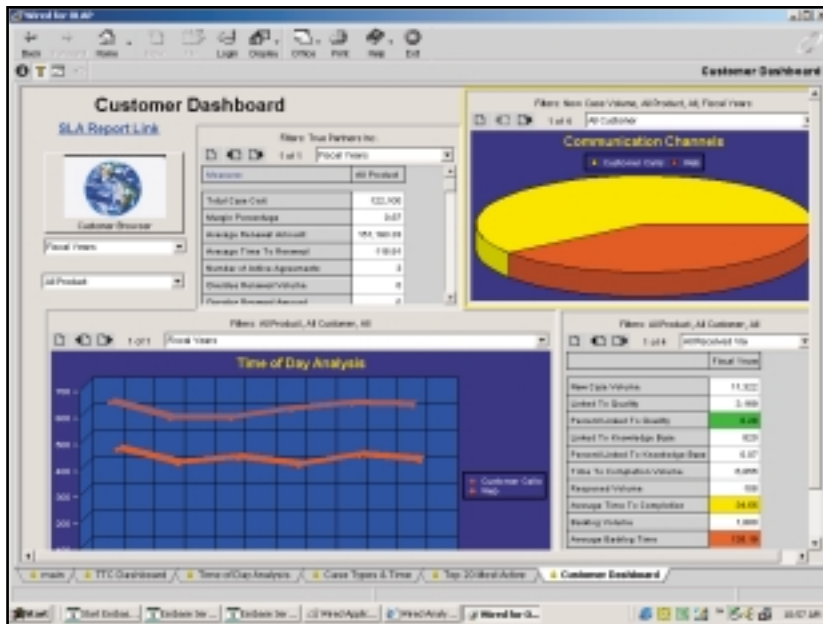


Ensure Long-Term Customer Satisfaction

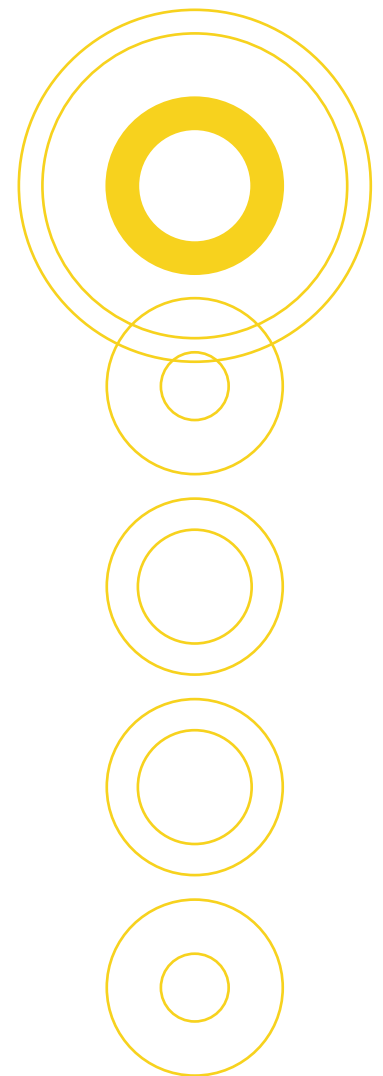
No matter how closely you monitor your call center, chances are your customers have a very different view of your operations. For a clearer understanding of their perspective, Hyperion Customer Interaction Center provides a Customer Dashboard and Report Card. Just as the CIC Dashboard delivers a single view of the state of your call center, the Customer Dashboard offers a detailed look at the state of individual customers. Many of the same metrics are used (e.g., time of day, backlog, case volume, quality and knowledge base link analysis) but the data is all specific to a given customer.

The Customer Dashboard allows managers to drill down on individual customers to see how they interact with the company and how well they are being serviced. You can even measure how well your organization is meeting service level agreements (SLAs) and share these reports securely with your customers over the Internet. With a clearer understanding of a customer's total call center activity, service level agreements can be better tailored to individual needs, ensuring long-term customer satisfaction.





Hyperion Customer Interaction Center provides a Customer Dashboard and Report Card that indicates the overall state of individual customers, helping businesses manage for long-term customer satisfaction.



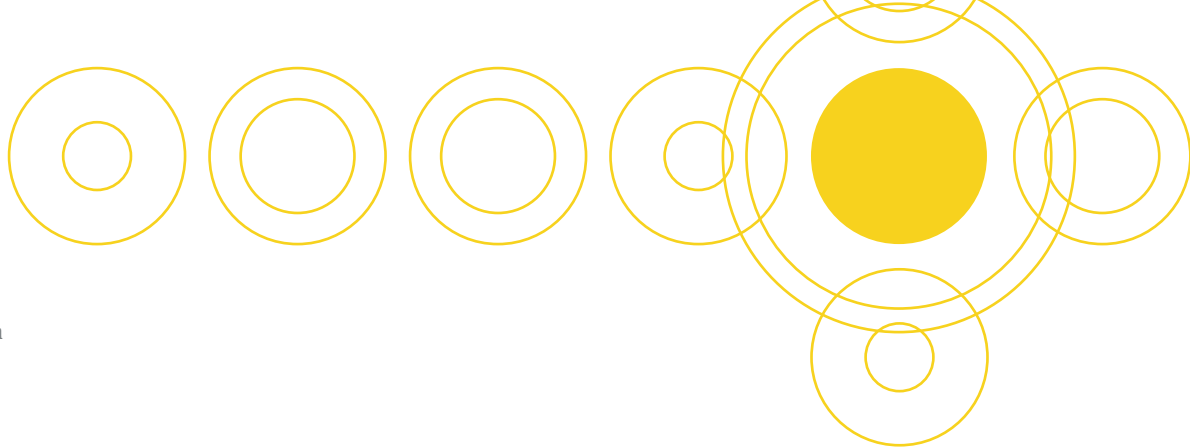
Hyperion Customer Interaction Center is Built on a Proven Analytic Platform

Powered by Hyperion® Essbase® OLAP Server, Hyperion Customer Interaction Center delivers all of the functionality and scalability for even the largest and most demanding call center operations. Hyperion is the recognized leader in enterprise-scale analysis solutions. Intuitive, real-time applications running on Hyperion Essbase have consistently provided key decision-makers with the knowledge and insight necessary for business success. Today's leading global businesses are organizations powered by Hyperion, where clear, quantified business intelligence drives effective, profitable business planning and management.

Part of Hyperion CRM Analysis

Hyperion Customer Interaction Center is the first application in Hyperion CRM Analysis, an integrated suite of applications that manage customer relationships across all customer touch points. Hyperion Customer Interaction Center, unlike other call center products, can integrate customer interaction analysis with the analysis of customer segmentation, profitability, campaign management, order fulfillment and more.

This 360° view of customer activities, behavior and preferences enables more customer-facing business process refinement, greater customer satisfaction and loyalty, and enhanced customer lifetime value. Hyperion Customer Interaction Center and Hyperion CRM Analysis bring a business closer to its customers, one customer at a time.



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