

# Advanced Systems & Technologies service request management solution



## About Advanced Systems & Technologies

Advanced Systems & Technologies (AST) is a leader in providing corporate business solutions such as enterprise workflow management and business process automation. It specializes in delivering working, turnkey, high-quality e-solutions that are seamlessly integrated, durable, reliable, scalable, cost-effective, and ROI proven. The solutions are highly integrated with an organization's existing IT infrastructure and applications, maximizing return on investment. As a leading regional systems integrator, AST focuses on enterprise solutions based on Adobe enterprise technology. The company has been working with human-centric BPMS since 1997, providing solutions and services across the Middle East and North Africa using Adobe enterprise solutions. For more information, visit [www.ast-it.com](http://www.ast-it.com).

## Creating engaging customer experiences

Customer experience is frequently viewed as a key indicator of a company's competitive position in the marketplace. In a recent Forrester Research survey, 62% of executives viewed customer service as the main differentiator that separates companies from their competition.

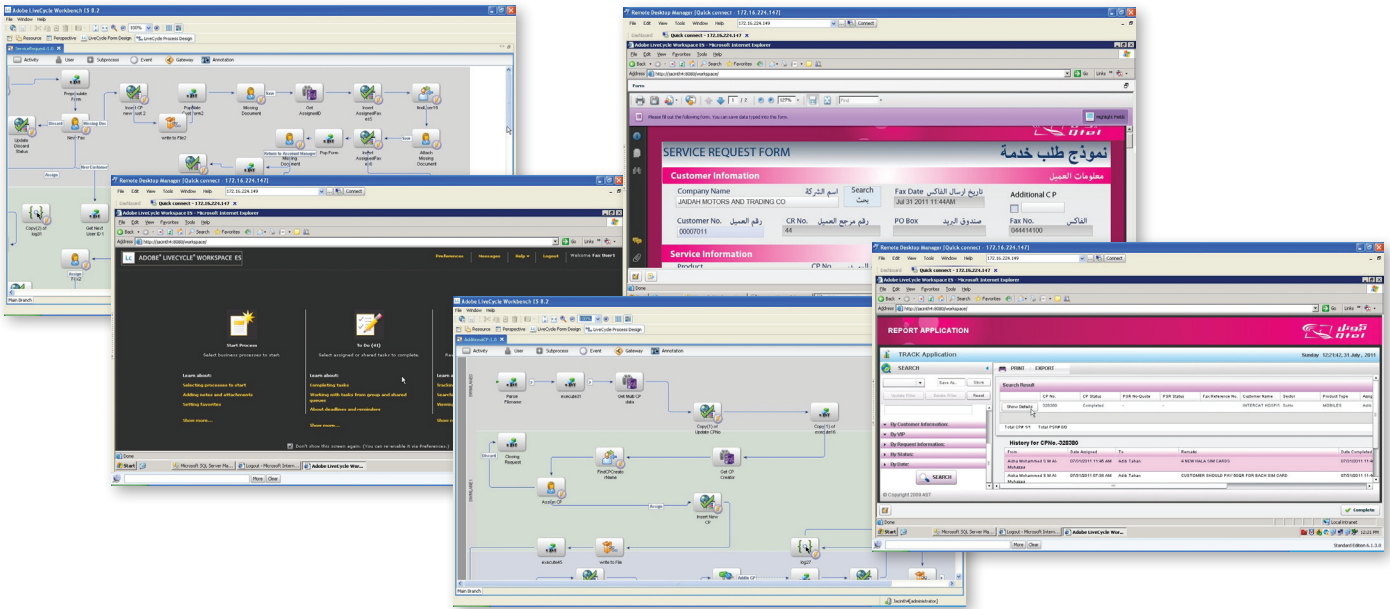
In today's connected world, it's easy for companies and consumers to broadcast either favorable or negative customer reviews about services they've received—either to their own network of friends and family or to a broader audience via Twitter, Facebook, or third-party review sites, such as Yelp and TripAdvisor. As a result, improving the user experience and product/service content ranks among the top three investment areas.

In the Middle East, the region in which Advanced Systems & Technologies (AST) operates, the use of multiple languages (mainly Arabic and English) complicates efforts to optimize the customer experience. In addition, the use of paper and fax, which is in many cases a legal requirement, is still prevalent, meaning that any solution aimed at improving the user experience needs to include both an automated, online element and a paper, offline element that work in tandem.

## Challenge

Any large, customer-facing organization typically receives service requests. For a telecommunications company, these may be requests for installation of additional lines, cancellations, upgrades, and so on. For a financial institution, they could be requests for an insurance quote, a new bank account, or a loan. All arrive via fax or phone, triggering a manual process to complete them, which poses a number of challenges:

- Completion of a service request involves extensive manual and repetitive work.
- Lack of a controlled escalation method means requests can bounce from department to department without being fulfilled.
- The opportunity for errors is great, with data read from faxes and then reentered into the appropriate systems.
- The process to resolve a service request takes too long, leading to unhappy customers.
- Management doesn't have clear visibility into business performance and the team workload.



### Solution benefits

- Increases business performance by up to 250%
- Drastically reduces manual processes and associated errors
- Offers full data integrity among multiple systems
- Increases customer satisfaction through faster and more efficient request fulfillment
- Streamlines the entire end-to-end process

### Products used

- Adobe Flash Platform
- Adobe LiveCycle Workspace ES2

### Solution

The AST service request management solution provides companies with an end-to-end process to help ensure requests are dealt with in the most efficient and timely manner. It incorporates significant improvements to existing fax communication as well as an effective link into back-end systems. The solution includes the following key features:

- Full integration with Kofax software for automatic XML data extraction of received faxes; prepopulated PDF file conversion; and fax, SMS, or email notification back to the customer
- Integration between CRM and service request management systems
- Use of the Adobe® LiveCycle® Workspace module to manage team assignments and their workflows through resolution, including status updates and automatic reminders
- An intuitive and easy-to-use interface
- Flex report generator to promote full visibility into business performance

LiveCycle Workspace and the Adobe Flash® Platform combine to create an intuitive and easy-to-use window for viewing complex processes. In addition, plans are under way for mobile e-services, such as statements, online and offline contract fulfillment, and a portal to enable customer self-service.

### Results

The AST service request management solution offers corporations these benefits:

- Doubles staff productivity and provides the potential for performance increases of up to 250%
- Opens up different communication channels and provides customers with a choice of preferred channel
- Introduces upsell and cross-sell opportunities through increased visibility into the customer
- Eliminates data reentry errors

The AST solution provides a multichannel communication platform, a flexible business process management system (BPMS) engine, and strong reporting and data analysis tools—all presented using an engaging user interface.

### For more information

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