



Newgen's Platform for **Enterprise Service Management**

Improve experience of
customers, employees, partners, and suppliers

Overview

Your customers, both internal and external, demand personalized, contextual and responsive experience irrespective of the time, place or channel. To delight your customers, you need to address your customers' needs in many forms such as queries, complaints, information, transactions, status updates, incidents, social media posts, recommendations, and others.

Newgen's low code automation platform for enterprise service management (ESM) helps you manage a broad range of services, from updating transactions to managing complex workflows involving multiple steps and participants. And, thus enables a delightful customer journey.

Business Challenges

- ✓ High dependency on paper-based and manual processes
- ✓ Multiple channels of communication
- ✓ Low visibility across processes
- ✓ Fragmented data sources
- ✓ Lack of collaboration across departments

These challenges result in:

- ✓ Disjointed view to the customer
- ✓ Risk of non-compliance and SLA adherence
- ✓ Delayed updates

Newgen Platform for Enterprise Service Management

Newgen's low code automation platform enables you to deliver a consistent experience for a holistic customer journey across channels. It empowers your knowledge workers through automation and provides access to contextual information, freeing them from mundane tasks and enabling smarter decision-making. Further, it offers flexibility to allow ad-hoc routing and exception-handling without disrupting the intended outcome, compliance, and process adherence.

Key Capabilities

- ✓ **Low Code Development Environment** - Enables rapid application development with a modeling-driven environment supported by agile methodologies
- ✓ **Multi-Experience Form Building with Robotic Process Automation (RPA)** - Supports development of applications across devices and channels with varying form factors and responsive design
- ✓ **Content-Process Integration** - Manages end-to-end content lifecycle in conjunction with the corresponding service request process and allows easy access to the required information
- ✓ **Workflow Control, Analytics, and Intelligent Orchestration** - Process orchestration capabilities along with RPA and analytics enable continuous improvement, improved efficiency, and intelligent decision-making
- ✓ **Digital Sensing and Customer Engagement** - Intakes requests from any channel, processes them intelligently and creates a personalized action or response. It allows engagement through any channel regardless of the request origin
- ✓ **Integration Adapters for Third-Party Applications** - Integrates with third-party applications and offers the ability to plug-and-play with web services

ESM Use Cases

Servicing Customers	Supporting Partners	Responding to Vendors	Enabling Employees
Credit limit update Policy mis-selling Policy claim Product complaint Equipment installation Address change request	Duplicate invoice request Goods return request Incorrect shipment Delayed commission Coupon reimbursement Product installation request	Delayed payment Invoice processing Change in vendor details Update about subcontractors Remove duplicate PO Incorrect shipment	Employee onboarding Expense reimbursement Goal setting and appraisal Training requests Separation process Rewards and recognition

Benefits



Improved customer service



Better support to partners



Empowered employees



More responsive and quick query resolutions



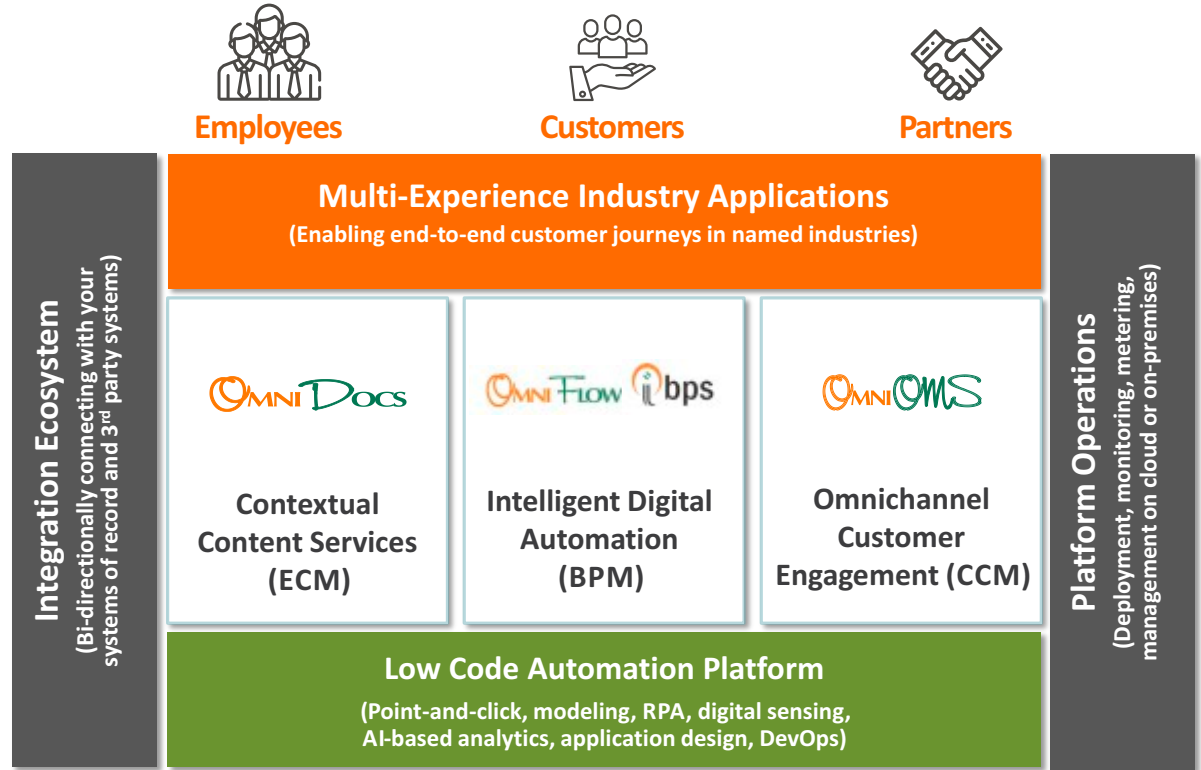
Unified view of customer information

Newgen - Your Trusted Digital Transformation Partner

- ✓ A leading investment organization uses Newgen platform for responding to **800+ customer request types**
- ✓ A large multi-national bank uses Newgen platform for managing **1000s of employee-facing workflows and service requests**

Why Newgen's Platform?

- ✓ Single platform that enables enterprise-wide request automation
- ✓ Supports simple and complex processes
- ✓ Offers scalability and flexibility to add new service request types
- ✓ Offers visibility and control across processes
- ✓ Enables citizen developers to develop applications without any prerequisite of IT skills
- ✓ Delivers an omnichannel experience throughout your customers' journeys



About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, and communication management capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries. Newgen unlocks simple with speed and agility.

FOR SALES QUERY

AMERICAS: +1 (202) 800 7783
CANADA: +1-202-800-7783
AUSTRALIA: +61 290 537 174
INDIA: +91 11 40773769
APAC: +65 3157 6189
MEA: +973-1-619-8002, +971 44541365
EUROPE: +44 (0) 2036 514805

info@newgensoft.com
www.newgensoft.com

