



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 |
|---|--|--|---|
| <ul style="list-style-type: none">Credit limit updatePolicy mis-sellingPolicy claimProduct complaintEquipment installationAddress change request | <ul style="list-style-type: none">Duplicate invoice requestGoods return requestIncorrect shipmentDelayed commissionCoupon reimbursementProduct installation request | <ul style="list-style-type: none">Delayed paymentInvoice processingChange in vendor detailsUpdate about subcontractorsRemove duplicate POIncorrect shipment | <ul style="list-style-type: none">Employee onboardingExpense reimbursementGoal setting and appraisalTraining requestsSeparation processRewards and recognition |

Benefits



Improved customer service



Better support to partners



Empowered employees



More responsive and quick query resolutions



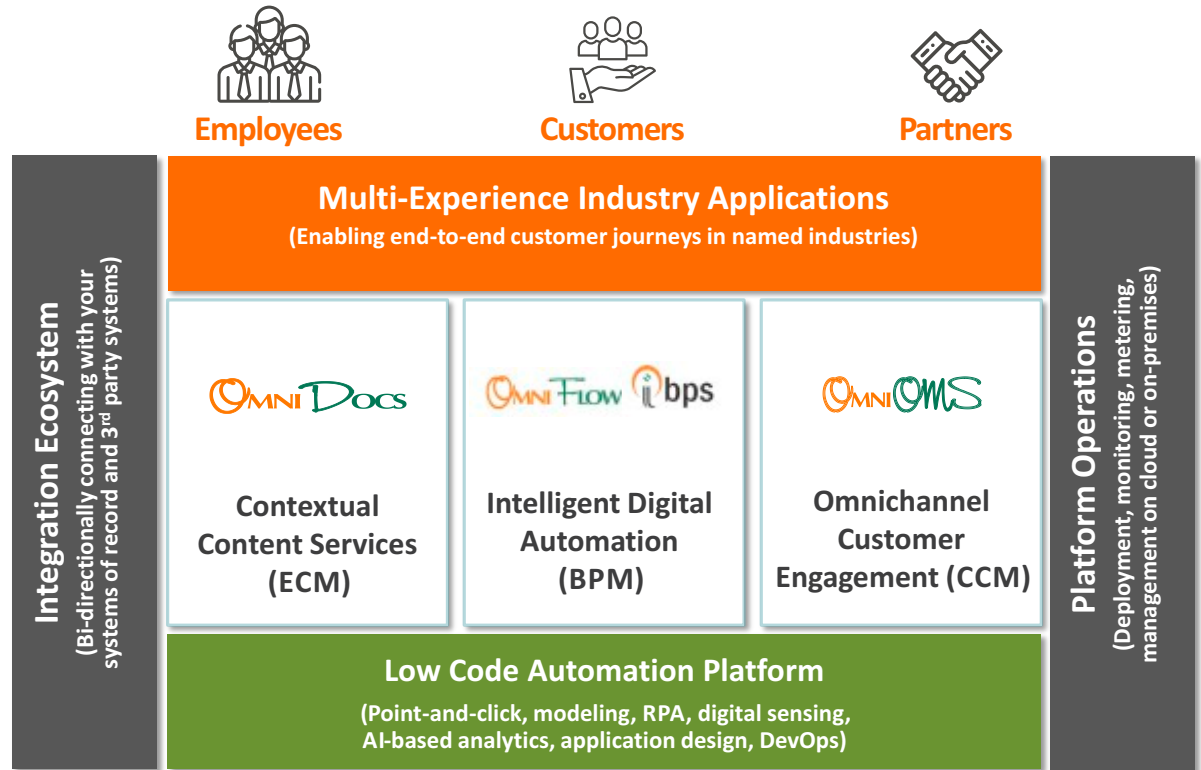
Unified view of customer information

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 Software is a vendor/provider of business process management (BPM), enterprise content management (ECM), customer communication management (CCM), document management system (DMS), workflow and process automation software. The company has a global footprint in over 66 countries with large, mission-critical solutions that have been deployed in banks, insurance firms, BPO's, healthcare organizations, government and telecom companies.

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