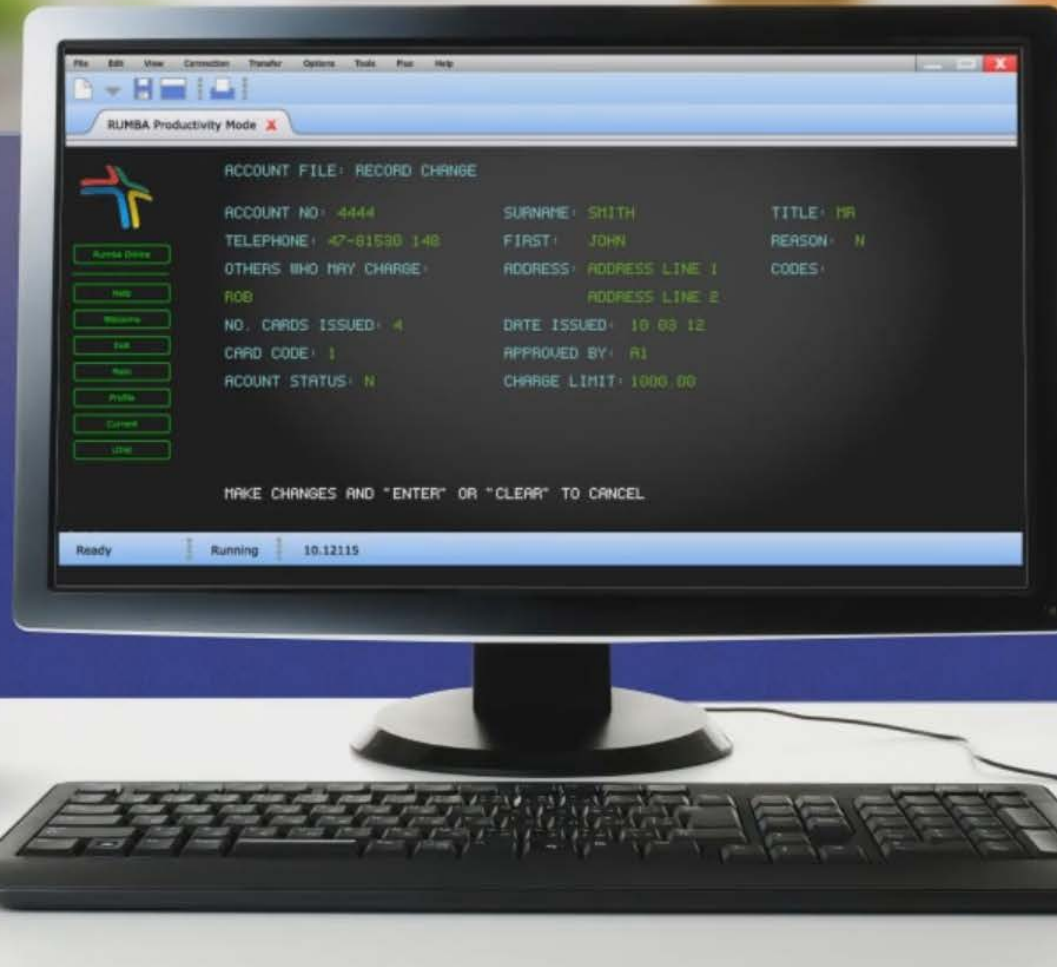# TAKE A NEW LOOK AT EFFICIENCY

How Rumba+ delivers multiple business benefits by improving efficiency

BUSINESS EFFICIENCY STARTS WITH YOUR APPLICATION

If your businesses depends on accessing and working with customer information or services, then read on.

With today's 'touch of a button', always-on lifestyles, consumers expect information to be quickly accessible to customer-facing staff. They expect the same efficiency they get from their own phones or devices. Yet all too often business data is mired in outdated, slow systems and applications. These systems are difficult to work with, making each call or transaction slow to process as a result. This impacts customer satisfaction and reduces throughput. It affects productivity.

Every company is different and the factors affecting efficiency and work throughput will vary. But the desire for improved service levels, work place productivity, user experiences for customers – and the need for a competitive edge – will remain a constant. And that is what this e-book is all about.

> *A staggering 98% of CIOs realise that new user interface capabilities would positively impact productivity*

WHO IS THIS FOR?

If you see your job in the list below, or work in financial services, retail, logistics, automotive or travel, then keep reading:

- Customer service managers
- Processing order teams
- Telesales teams
- Call centres
- Service centres

If old technology is part of the problem, then new technology could be the solution. Micro Focus Rumba+ could help your team work smarter, increase customer satisfaction and improve staff morale and retention while reducing training times. So whether your business is handling customer queries, processing orders and policies or checking stock levels, then improving efficiency would deliver a tangible business benefit.

Let's take a look at how simple improvements to the face of your old style applications can improve your processes...

> *Achieve full application functionality, whatever the device, for everyone from a single user to the whole organization.*

"Now we are responding quicker, and have improved the chances of credit approval for our customers. A quicker, more efficient approval system makes our customers happier and more likely to purchase something"

Dave Upright,
Vice President, Information Services, The Brick

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INCREASE PRODUCTIVITY AND OPERATIONAL EFFICIENCY
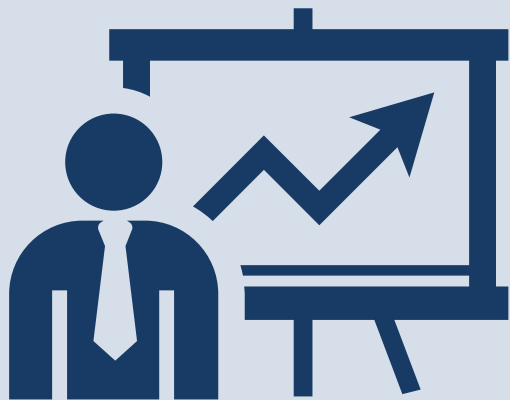
Problem: Users are navigating different screens and applications and need multiple keystrokes to process every customer request. This is time-consuming and reduces productivity. It is inefficient for users and frustrating for customers.

Rumba+ consolidates information from different screens into a single view to provide a better, more efficient experience for everyone. Simplifying the application makes it easier to use and learn. It boosts user productivity and reduces customer wait times. In other words, it increases efficiency.

Result: Throughput and customer satisfaction increases. And as you'll see, simpler applications means reduced training times and happier staff so retention and recruitment improves – three factors that would benefit any business model.

> " *Rumba+ could double your staff productivity, while halving costs.*

Proof: Improving efficiency means reducing the workflow inefficiencies and errors that can, and will, lose your organization business and reduce service capability. By streamlining and optimizing business processes Rumba+ could double your staff productivity, while halving costs.

So that's good for you. What about the user?

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SIMPLIFIED APPLICATIONS ARE EASIER TO LEARN

Problem: Thanks to the explosion in smartphone-style technology, tablets and apps, your team have easy-to-use, intuitive technology at home. When they come to work, they are faced with old style 'green screens', clunky keystrokes – and productivity is an inevitable casualty. Today's demands mean a 24/7 operation is the norm but your people are chained to their desks.

Rumba+ includes the latest graphical controls and innovative features such as drag-and-drop and checkbox options, plus SAP, salesforce.com, Google Maps, VOIP, menu buttons and contextual help. It bridges the gap between old and new, giving old-style applications a modern interface.

Result: The business demand for immediate access now becomes a reality for your most established internal systems. Whether they log in online, use an Apple iPad or a Microsoft Surface Pro, your people can easily access core applications on multiple devices and because they are easier to learn they are more efficient more quickly.

> " *Rumba+ users can work from wherever they are, whenever they are needed.*

Proof: Recent Vanson Bourne research* noted that of the 89% of IT departments handling complaints from users about old-style applications, access was the biggest issue. Users with Rumba+ can access everything they would see from their desk, and work wherever they are, whenever needed. That's efficiency on the move.

Great. But how does that help staff retention?

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REDUCE TRAINING TIME AND IMPROVE RETENTION WITH RUMBA+

Problem: Even accomplished users find the traditional old style 'green screen' systems hard to use. New staff can take weeks or even months to familiarise themselves with clunky systems and huge instruction manuals. Getting each new user 'up to speed' impacts on team efficiency and application usability can be a retention and recruitment issue.

Rumba+ transforms the experience. It becomes less daunting for users, slashing training overheads. It frees your people to work from wherever they can access the Internet. No more wasted time and effort. Rumba+ gives applications an intuitive feel. They become simple to learn and use.

Result: Because users require no specialized skills, anyone can quickly get up to speed, and everyone can be more efficient. These days, work is what you do, not where you are and Rumba+ embraces that concept completely. And if your business rivals offer teleworking, so should you.

> " *Rumba+ embraces the ethos of 'work is what you do, not where you are' completely.*

Proof: Statistics prove what you already know – that retention is more cost-effective than recruitment, and in turn, streamlining work processes improves retention. Recent Vanson Bourne research* revealed that 34% of CIOs believe the problem of application usability negatively affected their ability to keep their best people. Improved team morale and staff retention come as standard with Rumba+

All good. But what if you're looking to improve customer service levels?

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IMPROVE CUSTOMER SERVICE LEVELS

Problem: Many current systems are tired to look at and tiresome to use. Dated and unintuitive 'green-screen' interfaces display data across multiple screens, make finding information difficult and induction training complex and time-consuming. Ultimately, these outdated applications affect service delivery and negatively impact customer service levels.

Rumba+ improves client service productivity and improves customer service by modernizing the application interface. A more cohesive, simple-to-use interface is easier to learn so staff training is faster. Users and customers will ultimately see the benefit of this modernization.

Result: Front and back-office systems are united and CRM works with ERP to streamline your processes. Your current application will now work on tablet computers and has an easy to use interface that makes accessing information much quicker. Wait times drop and internal efficiency improves to deliver tangible customer service improvements.

> " *Your application could work on tablet computers with an intuitive interface for faster information access*

Proof: What we have now isn't working. Recent Vanson Bourne research revealed that 56% of users are 'frustrated, bored or restricted' by their application interface. This isn't good news for your customers. If the issue is improving customer service levels then enabling core mainframe systems with new levels of flexibility will improved team productivity and reduce call wait times. If you want code-free customer service improvements, then you need Rumba+

Fine – but implementation must be tricky…?

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NO-RISK IMPLEMENTATION WITH RUMBA+

Problem: Anyone not familiar with the complexities of the company's core business applications may be concerned about the effects of IT implementation. The inevitable focus will be around uptime, stability and security. While the benefits may be obvious, the effects on core processes may feel less so.

Rumba+ won't impact the set-up or security levels. It is risk-free application improvement which delivers fast, effective productivity improvements. Rumba+ integrates easily with front and back-office systems, enabling current applications to work on tablets without changing a single line of code.

Result: Rumba+ is configured to deliver all the application modifications you want, without the hassle, all without any re-programming. There's no downtime or risk. Rumba+ is the simplest integration technology you can imagine – feel free to engage your IT team – and they will get your people up and running in no time.
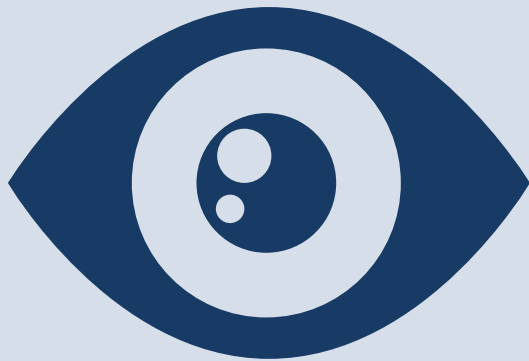
Proof:

From this...

To this

MICRO FOCUS®
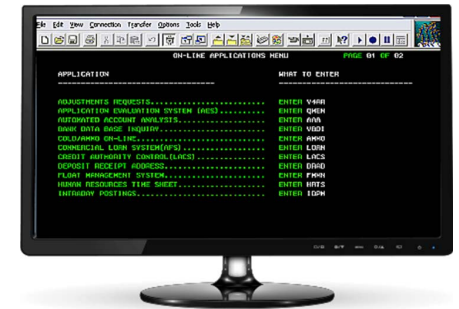
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SEE YOUR APPLICATIONS IN A DIFFERENT LIGHT WITH RUMBA+

Rumba delivers on a number of levels.

- Simplicity: simplify your application and make it easier to learn.

- Efficiency: Increase your productivity and operational efficiency.

- Usability: modern controls provide a more intuitive, *efficient interface for users* and customers. Improved customer service levels come as standard.

- Mobility: the enduring value and importance of core applications are now available 24/7 through web, desktop and mobile interfaces, providing greater operational flexibility and access.

Rumba delivers every day for some big names. Check out these *case studies*

Request a demonstration