# **Automation Sales Guidance** *for the*

# *‘Leveraging deployed ODM decision services in watsonx Orchestrate*

# *’ Platinum Demo*

# Overview

“Orchestrate with ODM” demo uses watsonx Orchestrate combined with IBM Operational Decision Manager deliver new automation services to save employees’ time and customer satisfaction. Call center agents can quickly manage return requests and improve the effectiveness of their everyday interactions with the customers.

This demo uses a call center example to illustrate the power of watsonx Orchestrate to leverage existing IBM automation applications and reuse them in a new context to further increase employee productivity, time to response and service quality. Watsonx Orchestrate enables organizations to leverage their IBM Automation investments reusing deployed decision services and ensuring consistency and governance on how decisions are made across the entire organization.

Using watsonx Orchestrate combined with IBM Operational Decision Manager, call center agents no longer have to go through different systems and applications to find information and get validations. They can perform their job faster, end-to-end from one single easy to use interface.

The **benefits of Digital Assistants** include:

* Use skills using conversational style interactions
* Extensible skill catalog
* Discovery Services to create skills from existing IBM Automation tools
* Enables end-to-end complex tasks assembling skills in a linear flow

# Pain points

Here are some of the pain points addressed in this demonstration:

* Need to access different application to perform a day-to-day job
* Risk of errors when entering data in multi-fields forms
* Long lasting interactions with the customers leading to call center productivity loss
* Lack of visibility in how decisions are made leading to high customer disappointment
* Lack of consistency in how decisions are made across services and applications

# Hints and tips

Look for existing IBM ODM customers across industries, but particularly in financial services, insurance, healthcare, government, that have decisions services in production. See if they think about leveraging their decisions in a new way to improve efficiency in other areas of their organization.

Show this demo to LOB users that have contributed to the business rule creation and show them how their decisions can further improve productivity in their call centers, sales division, customer support...

Work with CCO (Chief Customer Officer) that are under pressure to scale with increasing customer demands with declining. Show them how to improve their agents and sales productivity, reducing time to respond and improving the customer experience, without compromising service quality and compliance, while at the same time reducing costs to stay competitive.

# Sample business scenarios to look for

**Banking:** Account opening | Loan validation

**Insurance:** Claims management

**Retail:** Return management | Order approvals

**Government:** Task management | Citizen guichet