

CASE STUDY

Nationwide Financial Services

“Cicero allowed us to integrate more than twenty applications in our service center enabling us to streamline processes, improve and streamline our ability to capture the essence of relationships and shorten new hire training from eight to six weeks. More importantly, we have been able to empower our agents with the information and tools that they need to better focus on callers and create higher customer satisfaction.”

Diane Martin

Director — Technology Services, Nationwide Financial Internal Sales & Service Center

INTEGRATING WORKFLOW

Before implementing Cicero’s application integration system, Nationwide’s Customer Service Representatives (CSRs) had to manually navigate several different applications (e.g., 3270, Oracle Forms, Web, Java, and many more platforms), frequently having to re-key data between systems. Detailed training was required on all of the different applications to be able to navigate them.

Now using Cicero, the CSRs use a central, integrated dashboard to navigate between applications, with key information (like customer and policy numbers) passed automatically between applications.

IMPROVING PRODUCTIVITY & TRAINING

Nationwide built a business case for this turnaround project based on improving CSR productivity (measured through reduced call times) and on CSR job satisfaction, reduction in training, and improved advisor and customer satisfaction. A key consideration that led to the selection of Cicero was that it could overlay the existing applications with Cicero’s framework and be loosely coupled providing a “plug-and-play” environment for adding or removing applications to the CSR environment.

“With Cicero, we were not required to completely redesign our GUI for each application. This also reduced our expense for internal infrastructure requirements since we didn’t have to emulate our applications behind the scenes,” says Doug Stafford, Associate Vice President, IT Applications of Nationwide Financial.

COMPANY PROFILE

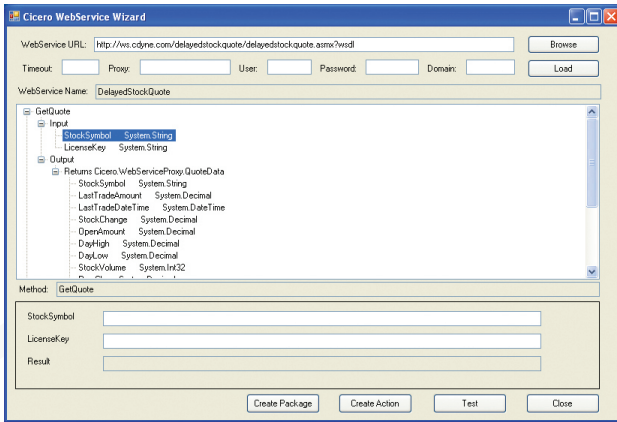
Nationwide Financial Services (NFS) is the holding company for Nationwide Life Insurance and other groups of Nationwide Mutual. NFS provides savings and retirement products including

- Annuities
- Group and individual insurance policies
- Life insurance
- Group and individual retirement plans
- Banking services

CICERO RESULTS

- Integrated several applications from different platforms
- Reduced training from eight to six weeks
- Improved customer experience
- Integrated workflow
- Increased CSR effectiveness and satisfaction
- Provided “Pass-Through” Integration
- Eliminated copy and paste of data
- Integrated legacy and modern applications without access or changes to source code
- Provided a comprehensive integration toolset that NFS uses to make changes as needed

The Cicero Platform is a framework for organizing, integrating, and enabling an organization's enterprise software applications. Cicero, the original desktop integration framework, goes beyond the more typical server-based solutions by non-invasively exploiting the interaction between the applications and the platform on which they run.



An example of a Cicero Wizard for Web Services, which automatically exposes the properties and methods of a Web Service so the integrator can use/re-use them in any project.

FEATURES

- Integrate and service-enable any application
 - » Legacy, Custom, Host, Web, Java, Windows, Citrix, etc.
 - » Modernize without “rip-and-replace” exposing legacy application functionality
- Automate and service-enable workflows across applications, services
- Consume and integrate web services
- Deliver using “Pass-Thru” or “Overlay” visual integration
- Non-invasive
- No need to have access to source code, APIs
- Deploy on desktops or servers

BENEFITS

- Streamline workflow, business processes
 - » Improve productivity
 - » Reduce training time and cost
 - » Improve data sharing, quality
- Reduce costs, time, risk
 - » TCO, Implement in weeks
- Extend service-enablement to the desktop
- Eliminate copy/cut and paste
- Use integration framework standards
- Enforce compliance and other business rules
- Reuse integrations across the enterprise

THE CICERO PLATFORM

A comprehensive toolset providing the loosely coupling of applications, services, and workflow in a single integration framework

- Wizards to reduce integration time
- SOA and web services capabilities included
- Integrates applications in a Citrix environment
- Easily integrates and reuses Cicero workflows, configurations, etc.
- Extensive Action Libraries: Uses existing or creates new ones on the fly
- Use “Pass-thru” and/or “Overlay” visual integration
- Integrated testing capabilities
- .NET not required

Cicero delivers robust desktop integration solutions for contact centers, outsourcers, government, and the enterprise.

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Integration at the Speed of Change™

