



Connect – Engage – Improve

FormCenter

Web Self Service Solution

Engage customers, partners, employees and field force with electronic forms to initiate your business processes to increase customer satisfaction, reduce costs and improve operational efficiency

Web Self Service

Traditionally service and support interactions such as applying for a new product or service take place through visits to field offices or interactions with customer support representatives and include the filling out forms and documents—in paper and electronic format. The problem with this method of engagement is that it is expensive, error prone, inconvenient and time-consuming for all parties involved.

Today organizations that are looking for cost savings are investigating Web self-service. Web self-service applications streamline complex, multi-step processes so that users can easily find information and complete transactions online. Giving users the ability to get information and complete transactions immediately shifts them away from the more expensive and slower service channels to the Web site.

The cost savings from this shift are significant. Industry research has shown that the cost for a web self-service transaction is \$0.10 while the cost for a contact center transaction is between \$5.5 and \$50. This means that even if the volume of calls or emails shifted to the Web site is low, the difference in cost ensures a significant ROI on all customer engagement investments.

Introducing FormCenter

FormCenter enables organizations to migrate users from expensive sales and service channels to the Web by making it easy to locate and use electronic forms to initiate business processes - without the need for intervention from your call center staff. FormCenter also enables business users and operations staff to publish and manage new services through an easy to use, but carefully regimented, administration console without requiring IT intervention.

The FormCenter self-service solution extends the Adobe LiveCycle ES platform. It is comprised of two main elements – the customizable self service portal

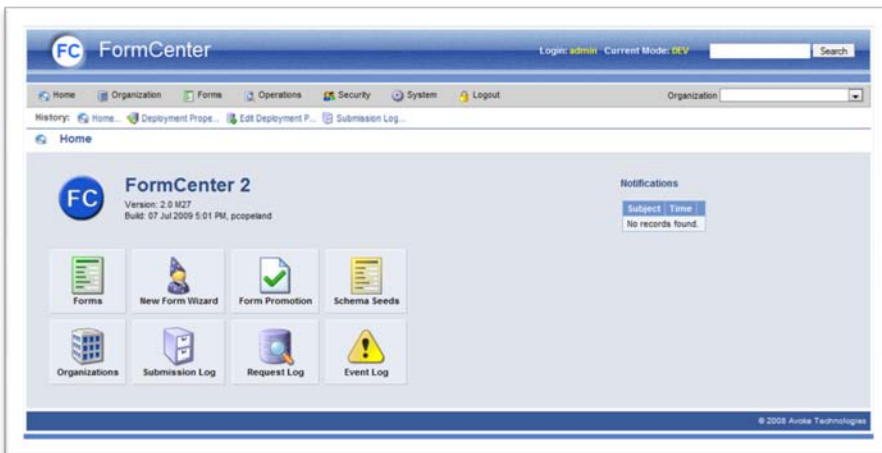




to engage customers and the administration console and server application to publish and manage your services.

The self service portal enables users to locate, use, manage, and track electronic forms that initiate your organization's business processes. The portal can be integrated with your existing enterprise portal or run as a stand-alone web application. The self service portal is built from the ground up to enable users to quickly and easily:

- Self register and manage profiles that can be used to pre-populate SmartForms.
- Locate your services using guided wizards that automatically filter the appropriate forms.
- Submit forms electronically that can automatically initiate your business processes and track their processing status.
- View previous form submissions, track their processing status, and access copies of submitted forms and submission receipts.
- Save partially completed forms both online or offline (for Reader Enabled Forms).
- Assign and deliver personalized (pre-populated) forms to registered users for field force enablement



The FormCenter Administration console enables business users and operations staff to publish and manage electronic forms and seamlessly couple these to your business processes. Configurable roles and permissions enable precise audited control over the management of the system. A carefully managed promotion/deployment system ensures that only tested and approved forms and related services are deployed into production. The administration console provides operations staff with a wide variety of tools and reports to ensure the smooth operation of FormCenter and your services.

The FormCenter server includes a centralized repository of all the electronic submissions and enables virus scanning of any documents attached to the form submissions. The server also provides several electronic payment integration options that allow payment-related processes within your organization to be deployed quickly and easily. A variety of WebService API's are available to enable integration with existing applications and legacy systems.

FormCenter has been designed for use within a single organization or as a hosted solution on behalf of multiple organizations, departments or agencies.



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