



The Customer

- **Industry:** Computer Software
- **Geographics:** Headquartered in Scottsdale, Arizona, with 27 global offices.
- **Revenues:** \$207 Million
- **Employees:** More than 1,300

PeopleSoft Enterprise Products

- Customer Relationship Management
 - HelpDesk
 - Multichannel Interactions
 - Quality Support
 - Support for Customer Self Service
 - Sales
 - Marketing
- Enterprise Portal
- Financial Management Solutions
- Human Capital Management
- Supply Chain Management

Implementation Team

Internal, with assistance from Crestone International, Inc.

Customer Service Level

Standard

"Now that we have PeopleSoft Enterprise CRM as our global system for managing customer interactions, we have the foundation we need to continue to provide customers more value for their maintenance dollar."

Chris Moore

Senior Vice President, Customer Support Solutions

JDA Software

Business Challenge

JDA Software wanted to establish customer support programs that its competitors could not match. With offices across the United States and around the world, JDA needed a way to streamline best practices that would put its support processes further ahead of the industry.

PeopleSoft Solution

JDA is implementing PeopleSoft Enterprise Customer Relationship Management (CRM) from Oracle. JDA is live with PeopleSoft Enterprise Support and Enterprise Portal, which enable faster, more effective customer support processes. JDA will also implement PeopleSoft Enterprise Sales, Marketing, HelpDesk, and Quality for a comprehensive, integrated Support solution.

Business Benefits

JDA uses PeopleSoft Enterprise CRM to:

- Standardize and streamline customer service processes.
- Enable a comprehensive, real-time view of customer support issues.
- Give customers self-service tools for opening, editing, and closing cases.
- Route support cases to the right analysts.
- Deliver differentiated support to a broader customer base without increasing headcount or budget.

Quantifiable Benefits

- Significantly improved customer satisfaction with web-based self service.
- Resolves 99 percent of mission-critical cases within one business day.
- Streamlined support business processes by 20 percent.
- Reduced time to resolve Priority 0 and 1 cases by 10 percent.
- Improved overall customer satisfaction by 10 percent.

JDA Puts Support First with PeopleSoft Enterprise CRM

While many software companies have experienced financial hardships in this challenging economic environment, JDA Software has spent the last six years capitalizing on its market position and financial strength by expanding its solution suite. Through nine acquisitions and aggressive internal development, JDA has created JDA Portfolio®, the world's broadest and deepest retail demand chain solution. Understanding

that the key to its continued success goes beyond offering the best software applications, JDA implemented a new organization and philosophy in 2003 called the Customer Value Program (CVP). Focusing on delivering more value to over 4,600 customers, JDA's CVP called for the replacement of disconnected internal systems and multiple processes that resulted from JDA's aggressive acquisition strategy. JDA turned to PeopleSoft for an integrated enterprise solution.

JDA has successfully implemented phase one of the project that includes key modules of PeopleSoft Enterprise Customer Relationship Management (CRM). As a result, JDA associates in Product Development, Customer Support, Consulting Services, and Sales are better serving customers with global access to information such as status of issues and resolution, products licensed, and business requests.

Five-Star Customer Satisfaction Ratings

With PeopleSoft Enterprise Support and Enterprise Portal, JDA's associates have a comprehensive, real-time view of customer support issues. "On the back end, data moves seamlessly," says Chris Moore, senior vice president of Customer Support Solutions. "On the front end, our analysts and customers navigate easily from one business function to another."

Implementing PeopleSoft Enterprise CRM paid speedy dividends for JDA. "Customer satisfaction is up by 10 per-cent, and satisfaction with our new and enhanced self-service portal shows a great improvement," says Moore. "Customers who gave our former call center and portal system a less than perfect rating are now giving us five stars."

Having an integrated support solution has enabled JDA to deliver more effective customer support. "After only a few months, many customers are using the self-service portal to log cases or review status," says Moore. For each new case, the customer can add notes and close or reopen cases and the JDA analyst receives an email alert of each update.

PeopleSoft's skills-based routing functionality helps JDA more efficiently assign cases to the

right analyst. Information on roles and competencies helps JDA use its global resources effectively. "This technology is greatly streamlining our problem analysis and resolution processes," says Moore.

Same-Day Resolution of Critical Issues

Thanks to the user-friendly portal interface, JDA associates using PeopleSoft Enterprise CRM can view complete information on more than 10,000 monthly new customer interactions. JDA is now resolving 99 percent of Priority 0—or mission-critical—cases within one business day. Of Priority 1 cases, which are somewhat less critical, JDA resolves 40 percent within 2.5 days. Additionally, because PeopleSoft Enterprise CRM provides industry best practices, JDA has streamlined its support processes by 20 percent.

"We're handling a broader customer base and more cases with the same number of employees," says Moore. "With all analysts using the same system, cross-training and deployment is easier. We have greater knowledge about customer issues and can make recommendations on training or upgrades. This has had a direct impact on customer satisfaction."

Commenting on another benefit of using Support with a portal front end, Moore says, "With the technology, support teams, and breadth of experience we can leverage through a common knowledgebase, we are finding that our customer support capabilities distance us from our competitors."

Delivering Greater Value to Customers

JDA plans to use PeopleSoft Enterprise Solution Advisor to give its customers access to knowledgebases and enable self-service answers to support matters. Additionally, PeopleSoft Discussion Forums will allow JDA users to share information related to implementing and using JDA's products.

Moore concludes, "Now that we have PeopleSoft Enterprise CRM as our global system for managing customer interactions, we have the foundation we need to continue to provide customers more value for their maintenance dollar."