Integritie Newsletter

www.integritie.com

KC Online's SMC4 Launches Cyber Bullying Prevention Tool

For more information visit:

www.kc-ol.com

or

www.smcapture.com

or

www.integritie.com

It is with pleasure we announce the 'SMC4 Observer' module, a cyber bullying management and control tool that automatically monitors social media pages in order to protect schools, clubs, parents, celebrities and children.

SMC4 Observer Features and Functions include:

- Monitoring Social Media accounts such as Facebook, Twitter, LinkedIn etc.

- Automatically detecting potential cyber bully risks

- Analyzing the potential risks and categorizing the risks into severity rating to ensure focus on higher risks first

- Alerting appropriate guardians, school administration and authorities through emails of cyber bully attacks so they can take required action

- Archive and History log of all cyber bully attacks for legal control

- Automated escalation tools to ensure higher risk bullying is identified quickly

- Administration client that reports all cyber bullying threats, in order of risk rating Integration with email and escalation tools to ensure local authorities and support systems can provide assistance

More information on this new module will be provided in next months newsletter.

For more information visit:

http://www.smcapture.com/child_cyber.php

Regina Police in Canada Use SMC4

Regina Police Implements KC Online SMC4 to provide brand control of public Communication

The Regina Police Department operates both Facebook and Twitter accounts to ensure they are established within its community, providing updates and guidance to local residents.

Unfortunately Regina Police were forced to take their social media accounts down, as they had become inundated with inappropriate comments from an incident where the police force were attempting to apprehend a felon, however a civilians dog was shot and killed by an officer generating viral social media response and feedback.

SMC4 integrates and works with their existing Police social media infrastructure, adding stronger controls and more flexible practices to support their social media accounts.

SMC4 has enabled the Police department to gain full control over the content included on their social media sites, filtering out inappropriate content and ensuring only valid communication is seen by the public and police department, enabling focused faster social media communication response while protecting their social reputation.

For more information on the features and functions of SMC4 visit www.smcapture.com

O2 Reduces Service Costs and Improves Customer Responsiveness with KC Online

O2 is a leading provider of mobile services to consumers and businesses in the UK and is the commercial brand of Telefónica UK Limited, a subsidiary of Telefónica Europe. O2 runs 2G, 3G and 4G networks. As well as operating O2 Wi-Fi and owning part of Tesco Mobile, O2 has over 450 retail stores and sponsors The O2, O2 Academy venues and the England rugby team.

O2 highly value all types of customer communication from letters and emails to phone calls. Each communication provides additional insight into understanding the customer, individual or corporation. Having access to this correspondence can significantly improve a Customer Service Advisor's (CSA) ability to understand the customer's history and resolve the enquiry as efficiently as possible. However, the challenge facing O2 was to find a means to efficiently and consistently capture all types of in-bound customer correspondence, across all channels, and accurately route the request to the appropriate CSA. In addition, O2 wanted to provide an environment to allow relevant parts of the business to investigate, resolve and respond to the customer quickly.

Integritie's Knowledge Capture® Advanced Case Management solution enables O2 to capture inbound customer communications that arrive via letter, email and attachments, fax and web forms. It is then classified based upon a dynamic set of predefined questions that determine subsequent processing actions and sent to the CSA.

Each CSA is associated with a profile that indicates the types of requests they are skilled at handling and the actions they can take when investigating, resolving and responding to the customer request. Sequential stages of the process can be completed under system guidance or determined by the CSA prior to progressing to the next stage. This flexibility allows the advisor to apply their knowledge and expertise and include relevant content and comments to explain why certain steps were taken or decisions made.

As additional content or communication arrives, the solution enables O2 to automatically add these to an existing case and reprioritise if necessary. CSAs have the flexibility to progress the case to the next stage of the process once appropriate information has been received.

The sophisticated search capabilities of Integritie's case management solution also provide CSAs with more relevant search results helping to speed the response time for enquiries.

Managing the progression of complex customer requests is a key factor in providing differentiated customer service. By using the case model to process customer requests the current status of any case is immediately available to CSAs and supervisors. Case metrics and statistics also permit extensive reporting and auditing reporting to assess efficiency and throughput, as well as provide a detailed view of 'who did what and when.

Integritie's case management solution is also integrated with O2's billing systems. The integration enables CSA's to seamlessly and securely access customer content and communications processed/retained within the case management solution, providing a more detailed understanding of customer history and context.

In addition to the customers inbound enquiry and correspondence captured by O2, the investigation, resolution and response generates additional information. A CSA may respond to a customer enquiry via email; subject matter experts from other departments such as network, billing, corporate legal, etc. may also contribute additional content or information to the case; a confirmation letter summarising the resolution could be printed or emailed; a corrected billing statement can be sent; or in the case of very complex customer inquiries (typically from corporate accounts) there may be a set of documents and legal correspondence that summarise the resolution.

Throughout the customer lifecycle, from initial customer acquisition, which often involves capture of information on a printed or web form as well as proof of residence and/or customer identification, and in all interactions involving inbound and outbound customer correspondence, the Integritie case management solution allows O2 to efficiently capture and securely retain relevant information to create a complete correspondence history.

As a result of implementing Integritie's case management solution, O2 realised quantitative and qualitative benefits in their ability to serve millions of customers, reduce service costs, and provide a more efficient work environment for thousands of CSAs.

Information from Integritie's case management system in conjunction with O2's CRM system provides CSAs the details of previous customer calls to the contact centres as well as a history of customer correspondence. CSRs now have a better understanding of the customer's needs in context of the history of interaction.

Within 3 months, O2 increased their ability to manage customer correspondence by 100%. Previously the average response time to customer enquiries had been about 5 days. Response time has now been reduced to 2 days. The overall result has been a reduction of 'cost to manage' customer interactions, while simultaneously improving the quality of customer service through faster response times.

From the employee perspective, CSAs have also realised greater job satisfaction and productivity via their improved abilities (capture, classify, process, prioritise, monitor status, complete record of correspondence history) to investigate, resolve and respond to customer enquiries.

Although Integritie's case management solution was initially implemented to improve handling of customer correspondence, other departments recognised the value of a solution that provides an environment to capture and securely manage documents, content and correspondence specific to their areas of business. Consequently, the solution is now employed as a strategic archive for business critical documents.


New Analyse Function for KC Online SMC4

Integritie's new KC Online SMC4 Analyse function is able to read and understand your typed messages, highlighting non-compliant words such as guarantees, commitments, and also inappropriate words such as racism, abuse or profanities so SMC4 users can correct their messages before SMC4 blocks them from sending.

The new Analyse feature enables publishing and broadcasts of adverts such as new offers, again the comprehensive SMC4 dictionaries and content analytics will alert to anything that is not compliant to regulations. For a free trial, and to see how the new analyse feature works visit

http://smcapture.kc-ol.com/registration.php
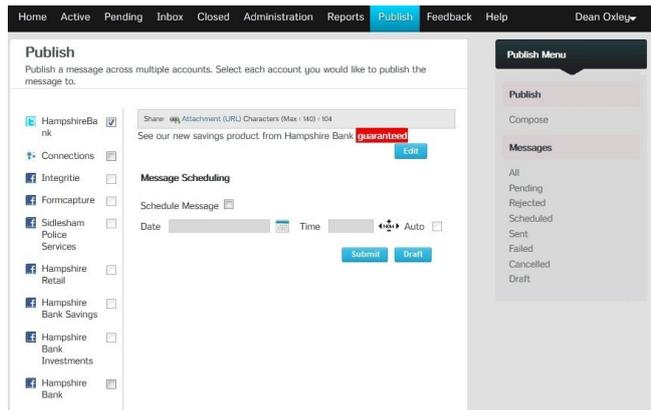
New Publish Feature for KC Online SMC4
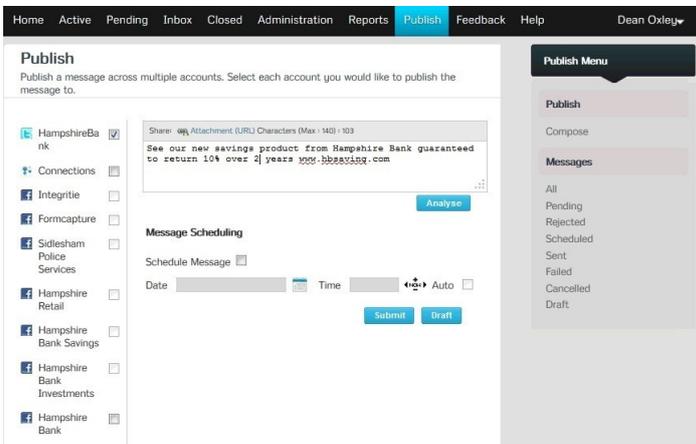
Integritie's new SMC4 Publishing Features enables users to have an improved user interface and richer publishing capabilities.

The new publishing features enables users to choose which social networks to publish on (such as Facebook or Twitter), as well as being able to save the message as a draft, to go back to and edit/change content, as well as cancelling scheduled messages.

SMC4 also keeps a full audit and results of what has happened to the message, such as when it was posted, whether it was approved, and who published the message.

The Publishing feature also has a Scheduled date / time send button where users can schedule preferred times to send social messages, or users can manually input a specific time.

The Publish feature also includes the SMC4 Analyse function.

Integritie attend IBM's Las Vegas ECM IOD Event

Integritie were invited to attend the IBM IOD Conference in Las Vegas, to present and discuss the benefits of deploying the Integritie KC Online Case Foundation FileNet Cloud and SMC4 Social Media solutions

Infomedia Systems Group

We would like to thank our Canadian Partner Infomedia who were an exhibitor at the IBM IOD Conference in Las Vegas, who presented and demoed both KC Online and SMC4. to learn more visit: ww.infomediagroup.ca

Integritie were invited to attend two keynote speaking slots at IOD, relating to social media control in the banking and insurance industries.

Security First Insurance: Disaster in a Socially Connected World.

How Can Banks and Financial Institutions Manage the Use of Social Media Without Diluting its Benefits.

A big thank you to Security First who completed 3 different presentations on SMC4 at IOD.

And thank you to Yale University who spoke about how to prepare to go into the Cloud.

A big thank you to our USA Partner MRC Information Technology who were an exhibitor at IBM IOD Conference in Las Vegas, presenting and demoing both Knowledge Capture Online and SMC4.

To learn more visit: www.mrcit.com

Interview with Stef Nienaltowski
Chief Operating Officer

Stef Nienaltowski is the Chief Operating Officer (COO) of Integritie

Stef is a proven transformation leader, with over 35 years of experience in running divisions of entire companies. Stef was previously the EMEA Operations Director at Virtustream and held senior operations roles at IBM in a career spanning 37 years.

Stef's role is to make Integritie the number one choice by Customers in our chosen market worldwide.

Overview of Integritie by Stef

Integritie has continued to invest significant amounts of resources, both financial and people to accelerate our KC Online roadmap. We have seen demand for our solution increase dramatically based on the strategy the company has in focussing on key Industries and delivering real Customer value add to solve their business challenges.

Our Social Media solution, SMC4 won the IBM Smarter Commerce Solution Of The Year Award 2013 for the use by Security First, and this has created a significant amount of interest in the market over the past months.

We have upgraded our Cloud facility into a world class Data Centre facility offering full PCI compliance, along with ISO27001 standards and full HA and DR facilities, which is operational in both the USA and the UK satisfying our Customers governance needs.

Building on a very successful 1H 2013 Integritie has won key contracts in the USA, Canada and the UK. The key wins have come in all four of our focus Industries, Banking, Insurance, Government and Financial Services, further supporting the companies strategy.

Question Section

1) What has been a highlight for you, so far, with working for Integritie?

In terms of business the highlight has been the development and deployment of the KC Online ECM Cloud solution KC Online offer, any Customer in any Industry in any part of the World a best in class Content Management solution that adds significant value to their business, improves their employee productivity, and reduces their costs by a substantial amount.

2) When you were a child, what did you want to be?

I was born in 1955 so was a "child" in the early 1960's so for me I was either going to be the fifth Beatle, or Chelsea's centre forward. Didn't quite make either!

3) In the future, what can you see yourself doing?

My passion is helping young people get a start in business life. In 1972 an IBM manager gave me a chance and I never looked back. Whilst today's work cycles are totally different to those of the 1970's I still believe that there is talent that needs a helping hand, and with my work for the local Shaping The Future of Portsmouth activities I will continue to contribute to that organisation for as long as I can.

4) What is an interesting fact about yourself?

I am truly multi ethnic. I am the son of a Polish, (Roman Catholic) Father, Northern Irish (Protestant), Mother, born in Stepney London, (within the sounds of the Bow Bells) and there for a true Cockney. How about that for mixed blood!!

5) If you could invite any 3 people to a dinner with yourself, who would you pick and why?

Paul McCartney
    And just talk music all night.

Michael Hestletine
    Talk politics and his life in government. His auto bio is still the best book I've ever read.

Cheryl Cole
    ...do you need to ask why ?

Integritie was founded in 2000, with customers in 35 countries. Integritie has developed industry leading image, social media and email capture automation solutions, and also provide a comprehensive content management and cloud service.