

# THE APPLICATION PROGRAMMABLE INTERFACE (API) FOR RESPOND

## DATA SHEET

### NO MORE DATA SILOS

The need to shuffle from one business application to another in an attempt to gain a holistic view of customers and partners can be very frustrating for businesses. At Aptean we have listened to our customers and to meet their needs have devised two approaches:

1. The provision of a fully supported Application Programmable Interface (API) that removes the need for expensive vendor professional services
2. A set of 'out of box' utilities and interoperability with mainstream applications to simply 'get the job done' with the minimum of fuss.

Respond's Dual Approach - Removing Data Silos			
API Integration		Stand Alone	Product
Web Self Service	↔	Email	↔
Call Centre	↔	Word	←
CRM	↔	SMS	↔
Legacy Data	→	Scan	→

**Respond**

### API FOR RESPOND

As the market leader in complaints and feedback management Aptean understands the need for case handlers to have sufficient information to hand when they need it. Business managers strive to reduce the costs of case handling and often the time spent searching for information is a waste of valuable resource. The API for Respond automates many of the laborious data retrieval chores encountered when creating and processing a case:

- Customer information - with just a few items of information Respond's API interacts with core systems, such as CRM, to populate the case with customer information, account details, recent transactions etc, thus reducing the time taken to capture feedback and providing the case handler with the information they need for speedy resolution right there within the case.
- Familiarity breeds efficiency - most organisations rely on core systems, they form the heart and lungs of an organisation and are ubiquitous throughout it. Employees know how to navigate their way around such systems in an effective manner, so why introduce another application just to capture feedback? Change = cost. Either your in-house IT experts or Aptean's highly competent Professional Services team can embed Respond inside these mission critical systems to create and update feedback - users continue to work with the systems they know, no change, no duplication of data, no rekeying of information, no fuss, just operational efficiency.

- Knowledge is power - ensuring that all employees have accurate timely information at their fingertips is the key to providing great customer service. The API for Respond can be used to provide your people and systems outside of the complaints and feedback environment invaluable information relating to your customers.

Let's look at two examples:

- Imagine being a customer who made a complaint a week ago and today sitting on your doormat is a personalised invitation from the same organisation attempting to convince you to purchase more of their products and services. Marketing systems can be updated using the API for Respond, to ensure that there are no untimely communications that further frustrate your customer.
- Your customer has been dealing with your complaints department on a tricky issue for a number of weeks and now needs to interact with a different part of your organisation. This new "touchpoint" is oblivious to the ongoing complaint. The API for Respond can be used to update such systems with events during case processing, ensuring all customer communication channels are aware of any ongoing issues and so ensuring the customer relationship is handled in a professional and appropriate manner at all times.

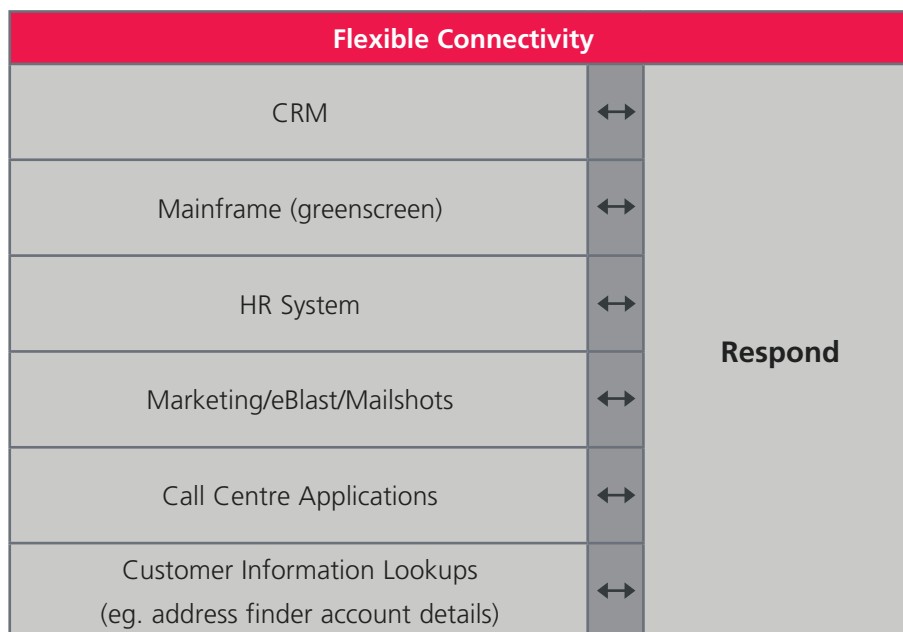
## HOW IT WORKS

The API for Respond exposes its capabilities in a controlled manner. It enables 3rd party applications to interrogate its records, create new and update existing cases and enables Respond to interrogate 3rd party systems in a similar fashion.

The API for Respond is implemented through a series of DLLs that can be divided into two core components:

1. Web Services - enables a calling application to navigate Respond's configuration (field data) create new or update exiting cases and run searches.
2. Server - Provides the capability to change the default behaviour of Respond's Case Agent screen flow with additional screens and add custom functions to Case Manager such as access to a compensation calculator or address lookup.

Aptean provides sample integration applications, with source code, to assist integrators and also recommends best practices.



## OUT OF THE BOX UTILITIES AND INTEROPERABILITY

Whilst the API for Respond is ideal for up to the minute communication with a wide range of systems, there are also ways in which Respond can improve efficiency right out of the box. Its ability to use common applications (Microsoft Word and Outlook, Adobe PDF) complemented by utilities to import and update case records, interact with central print facilities and provide visibility of information held within other web enabled applications.

Flexible Connectivity		Respond
SMTP Email - Send Of	←	
Outlook	→	
MS Word	↔	
Adobe PDF	↔	
Browser Control (Displays other web applications inside Respond)	↔	
Central Printing Facility	↔	
Scanners	→	
Batch Case Import & Update	↔	
MI Available to Business Intelligence Apps	↔	
MSMQ - Message Broker Service	↔	

## LIGHT TOUCH INTEGRATION

Respond's Browser Control provides a mechanism to display Web pages from another 'site'. There are many applications for such a control, for example passing parameters such as customer data to an internal CRM solution to display the customer's CRM record. Respond's Browser Control doesn't require a line of programming or SQL scripting, just Respond product knowhow.

## AUTOMATED CASE CREATION AND UPDATE

The need can arise on occasions to create a significant number of cases for processing at the same time. Respond's batch import and update capability is designed to meet this need. Respond has the capability to import case and contact data, create a case and initiate the case process. When large volumes are involved there is always a need to keep an eye on operational expense. As responses to this proactive approach are received they too can be loaded into Respond and the case updated accordingly. Case importing is also popular at the start of a new project to migrate historical case data from legacy systems.

## HIGH VOLUME PRINTING

Customer Service Advisors / Complaint Handlers are a high value resource that need to be used effectively; standing by a printer waiting for an acknowledgement letter to be printed isn't the best use of their time. Respond's ability to extract case data and provide it in a format suitable for mass mailing / central print reduces costs.



Aptean is a leading provider of industry-focused mission critical enterprise software solutions. We build and acquire solutions to support the evolving operational needs of our customers. Our solutions help nearly 5,000 organisations stay at the forefront of their industries by enabling them to operate more efficiently, thereby ensuring higher customer satisfaction. For more information, visit [www.aptean.com](http://www.aptean.com).