RESEARCH NOTE

BPMONLINE RELEASES NEW CAPABILITIES WITH VERSION 7.6

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THE BOTTOM LINE

On July 1, Bpm'online released the latest version of its customer relationship management (CRM) platform. The new offering provides users with integrated CRM features that increase productivity by offering pre-built options and flexible customizability. These new features, coupled with the Bpm'online business process automation foundation, have the potential to increase marketing productivity by 4 to 8 percent while reducing administrative overhead and driving greater sales productivity.

THE ANNOUNCEMENT

On July 1, 2015, Bpm'online released version 7.6 of its CRM offering which includes updates such as extended Facebook integration with full support for the new Facebook application program interface (API) and free video calls between Bpm'online users. Additionally, the release includes extended filtering and tagging capabilities that accelerate user search time to find necessary data as well as new dashboard widgets for faster access to features.

The new version also includes marketing features including integrated management of landing pages that track lead sources and channels and a built-in content designer that helps create simple e-mail templates for campaigns. Also included are e-mail split (A/B) testing capabilities and trigger e-mails that automate the process of developing leads into sales opportunities from beginning to end.

On the sales front, Bpm'online's latest release includes extended field force and order management that allow field sales representatives to manage accounts and set templates for supply and payment schedules.

With service, features include an updated self-service customer portal that has a new home page for instant data access as well as static and blind queues that help increase the efficacy of service agents and supervisors working with request queues.

The 7.6 release also introduces Bpm'online academy which serves as a tutorial base for new users interested in learning about the platform's features. Bpm'online academy includes educational videos, instructor-guided trainings, and user and customization guides that allow users to select the format of their training.

WHY IT MATTERS

Bpm'online's 7.6 release includes new features across the board for marketing, sales, and service that will drive incremental benefits for existing users.

ONLINE MARKETING
New capabilities such as the automated processes of the built-in content designer and trigger e-mails will save time for marketing users. Nucleus estimates these capabilities will increase the productivity of marketing users by 4 to 8 percent.

> Nucleus estimates that the new features will increase marketing user productivity by 4 to 8 percent; companies with very manual input processes may experience even greater savings.

Companies with significant manual input processes are likely to experience benefits including reduced administrative overhead and increased sales productivity.

Moving forward, Nucleus expects Bpm'online will invest in further automation and integration of data sharing and collaboration across marketing, sales, and service.

FIELD SALES
Bpm'online's new field sales capabilities provide field sales personnel with automated functionality that will save them time currently spent manually inputting data. Field sales features such as pre-set templates for supply and payment schedules have the potential to reduce administrative overhead as well as drive time savings. Based on these time savings, we estimate the new features can drive an average productivity increase of 5 percent.

> Nucleus estimates new features will increase field sales user productivity by an average of 5 percent; users spending significant time on data input will likely experience even greater savings.

SERVICE
Nucleus has found that effective and engaging self-service features can drive deflection of incoming customer inquiries by 20 to 60 percent depending on the business and on the type of customer. Essentially, internet-savvy customers can instead often find the answers they are looking for on the web site and, accordingly, less calls are made to service agents. In keeping with this, Bpm'online service's updated home page will allow users to address a

number of inquiries by streamlining the navigation process to the relevant answers being sought by users.

In addition to call deflection, the potential productivity increase for service agents will depend on a number of factors including how the app is used today and what automation already exists. That said, based on our analysis of similar products and projects, Nucleus estimates new capabilities in this version will potentially increase productivity by 4 to 7 percent. The agents will see reduced call quantities and will instead be able to provide higher quality assistance to the customers that do call.

Nucleus estimates new Bpm'online service capabilities have the potential to increase service agent productivity by 4 to 7 percent.

Bpm'online Static and blind queues included in this feature will likely help agents work with request queues more efficiently and will therefore also contribute to expected productivity gains.

BPM'ONLINE ACADEMY

In looking at Bpm'online customers, Nucleus has seen that the platform is relatively intuitive and does not require a lot of training time. That said, the new Bpm'online academy, including features such as instructor-guided trainings and customization guides, will accelerate time to productivity and increase CRM adoption rates. The application gives existing employees access to answers to inquiries about the application, potentially reducing helpdesk calls.

CONCLUSION

Bpm'online's 7.6 platform offers personnel across departments a faster, more intuitive interface that allows them to access the right data as soon as it is available. Nucleus has found that the business process automation capabilities and overall flexibility of the BPM platform are key differentiators competitors should take notice of. In particular, they give users structured customizability options ranging from pre-built templates to widgets that go directly to relevant information for mobile users not needing to use other features. Moving forward, Nucleus expects Bpm'online has the potential to deliver even greater benefits by leveraging its BPM framework to facilitate collaboration and data sharing between marketing, sales, and service.