Sales Guidance *for the*

'Leveraging ODM decisions in watsonx Orchestrate' Platinum demo

Overview

"Orchestrate with ODM" demo uses watsonx Orchestrate combined with IBM Operational Decision Manager (ODM) to create new skills from existing business decisions deployed on external environments.

This demo uses a call center scenario to illustrate the power of watsonx Orchestrate to leverage existing automated decisions. In this example, ODM is used to manage return conditions. The decisions are based on the customer status and on the item to be returned. Watsonx manages interactions between the different applications, call center agents and the customers.

Using a watsonx Orchestrate skill flow, call center agents no longer must go through different systems to collect information and get return approvals. They can approve returns in just a few seconds while it took them several minutes just to access the data.

Watsonx Orchestrate enables organizations to consolidate their business automation investments. This demo shows how - using watsonx Orchestrate – IBM ODM customers can rapidly leverage their existing decision services and expose them to new users, new use cases or new departments.

The **benefits of Digital Assistants** include:

- Easily build an assistant with helpful conversations
- Extensible skill catalog to support any industry use case
- Connect to various apps including IBM Business Automation solutions
- Create custom skills with pre-built or new business automations

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Pain points

Here are some of the pain points addressed in this demonstration:
- Need to access different applications to perform repetitive jobs
- To many errors when transferring data between applications
- Long lasting decision process incompatible with live customer interactions
- No rejection explanation leading to low customer satisfaction
- No consistency in how approval decisions are made between agents or services

Hints and tips

Look for existing IBM ODM customers across industries, but particularly in financial services, insurance, healthcare, government, that have decisions services in production. See if they think about exposing their decisions to new users or new divisions to improve efficiency in other areas of their organization.

Show this demo to LOB users that have contributed to the business rule creation and show them how their decisions can further improve productivity in their call centers, sales division, customer support…

Work with CCO (Chief Customer Officer) that are under pressure to scale with increasing customer demands with declining resources. Show them how to improve their agent's productivity, reducing time to respond and improving customer experience, without compromising service quality and compliance.

Sample business scenarios to look for

Banking: Account opening | Loan validation

Insurance: Claims management

Retail: Return management | Order approvals

Government: Task management | Citizen guichet