

## IDS cuts costs and increases customer satisfaction by replacing manual processes with a solution based on IBM Lotus Notes and Domino 8.5

Overview
<b>Intelligent Data Services</b> Marietta, Georgia <a href="http://www.idsadvantage.com">www.idsadvantage.com</a>
<b>Industry</b> <ul style="list-style-type: none"> <li>Professional Services</li> </ul>
<b>Employees</b> <ul style="list-style-type: none"> <li>20</li> </ul>
<b>Products</b> <ul style="list-style-type: none"> <li>IBM® Lotus Notes® 8.5</li> <li>IBM Lotus® Domino® Enterprise Server 8.5</li> </ul>
<b>Business Partner</b> <ul style="list-style-type: none"> <li>Lotus 911, Inc.</li> </ul>



“IBM Lotus Notes and Domino were key in development of a software management tool that could streamline our back-office tasks into a more cost-efficient and manageable process.”

—Connie Snellbacher, Chief Executive Officer, Intelligent Data Services

**Intelligent Data Services (IDS) helps its customers enhance sales and marketing efforts by creating customized tele-sales, tele-research and Web-based information solutions that maximize sales and revenue potential.**

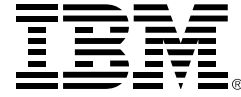
### Challenge

IDS had been using paper-based processes to start, manage and complete projects, including manual data reconciliation and manual reporting. As its business grew, the company found it difficult to get new employees up to speed on these manual processes rapidly. Furthermore, IDS struggled to accurately track costs and scale appropriately. The company was using one administrative assistant for every three people making outbound calls, an extremely high and costly ratio. IDS wanted to replace its manual, paper-based processes with an electronic solution.

### Solution

IDS turned to IBM Business Partner Lotus 911 for assistance. Utilizing hosted IBM Lotus Notes 8.5 and IBM Lotus Domino Enterprise Server 8.5 software, Lotus 911 built a Lotus Notes application that automated IDS’s entire business process through a Lotus Notes client. A program administrator imports subscriber data, builds custom call scripts through an easy-to-use interface and then distributes large quantities of the call guides to callers, who replicate to view and process their call scripts. The Lotus Notes software allows users to replicate large quantities of data and work offline, then synchronize their data back to the server several times throughout the day. Following synchronization, all call script data is automatically processed to generate reports.

The Lotus Domino Enterprise Server software not only acts as a centralized host for the Lotus Notes application for all users, but also allows IDS to publish the resulting reports to two separate Web portals—one for advertisers and one for publishers—replacing the company’s legacy FTP site. Advertising and publishing customers can now view reports, create their own custom reports via the Web portals and make modifications to their profiles for future call campaigns.



## Benefits

- Working with Lotus 911, IDS rapidly developed an application that automated its manual, paper-based processes
- The new solution has improved the ratio of administrative assistants to outbound callers from one-to-three to one-to-twenty, dramatically cutting costs and increasing the company's competitive advantage
- Offline access and replication allows IDS to recruit remote callers who can replicate call lists and work locally from home, further reducing costs
- The solution provides customers with a richer and more user-friendly experience, increasing customer satisfaction
- IDS can rapidly add new features while in production, providing the flexibility to adapt the solution to future changes

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