Modern Customer Experience: More Than a Mobile App!

Eric Barner – Senior Sales Engineer

November 14, 2018

DELL Boomi

Agenda For Today

- Introduction to Flow
- Streamline claims adjudication management
- Integrating mobile app front end with Salesforce case management
- Automate manual and repetitive tasks for your employees

Connected Business:
Faster, Smarter, Flexible

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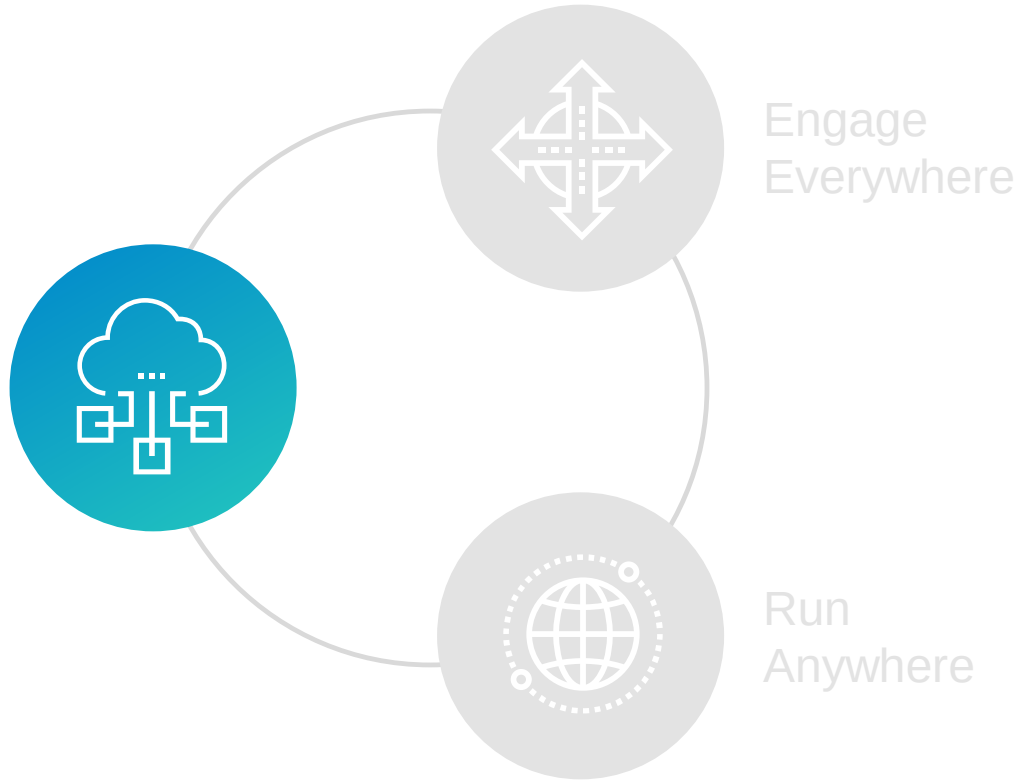
Connected Business:
Faster, Smarter, Flexible

Connect Everything

Create a fabric of connectivity across data, applications, things, and people.



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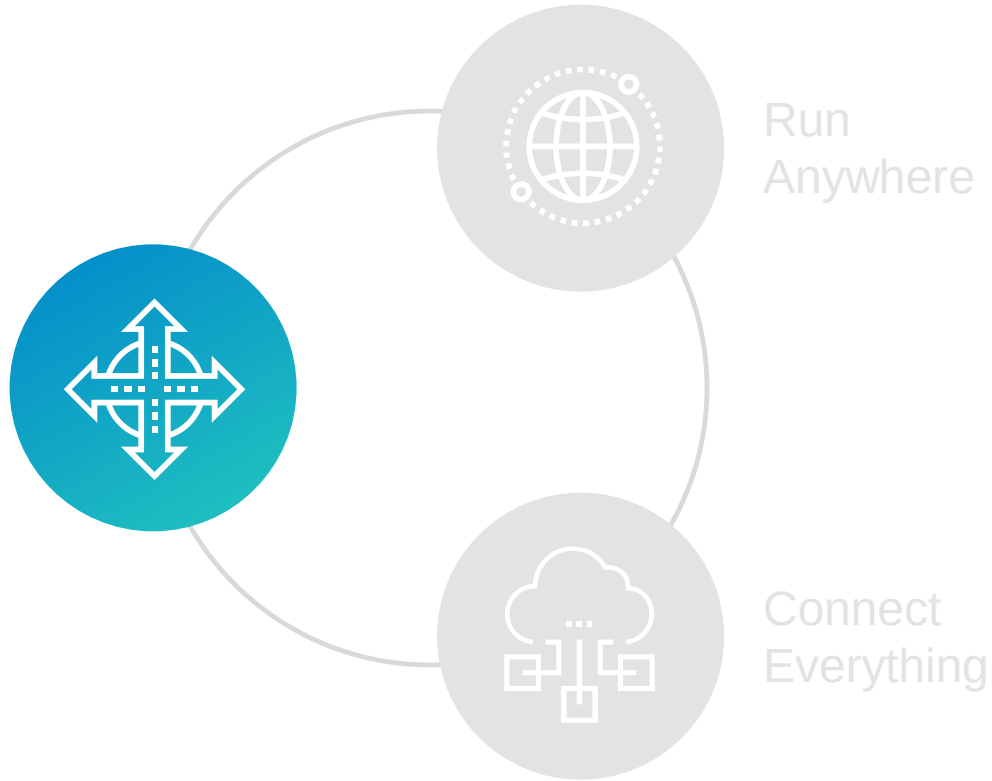
Connected Business:
Faster, Smarter, Flexible

Engage Everywhere

Automate business processes and experiences across any platform.



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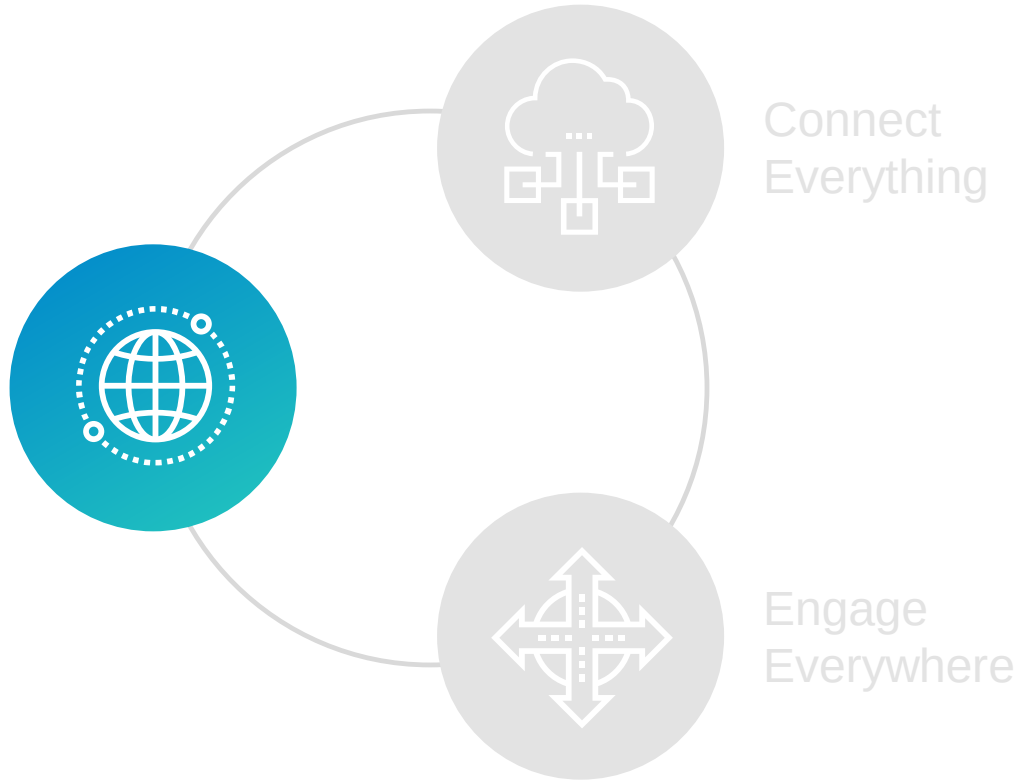
Connected Business:
Faster, Smarter, Flexible

Run Anywhere

Deploy applications across public cloud, private cloud, hybrid cloud, or on prem.



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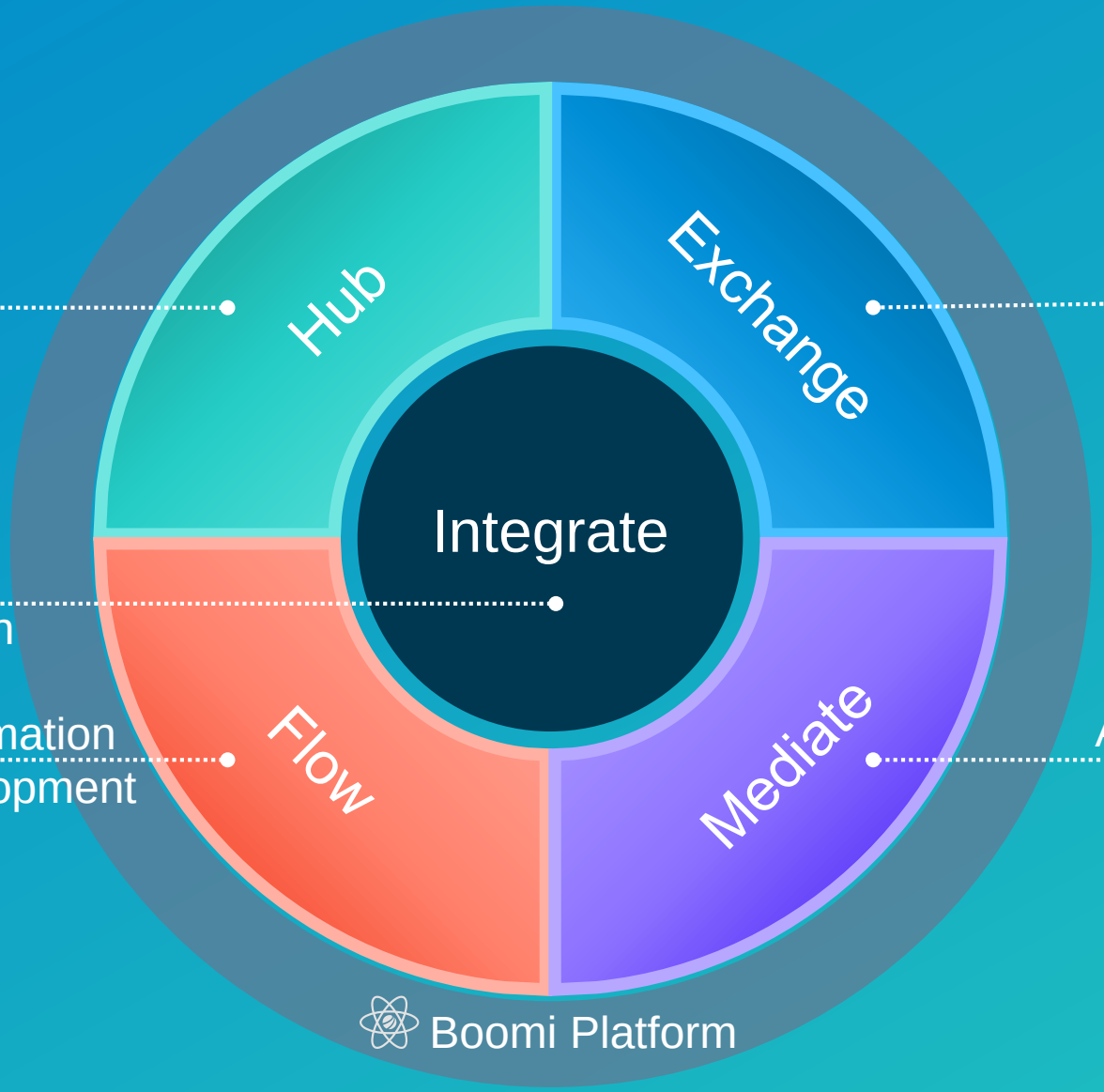
The Boomi Platform



Master
Data Hub

Application and
Data Integration

Workflow Automation
and App Development

B2B
Management

API Design and
Management

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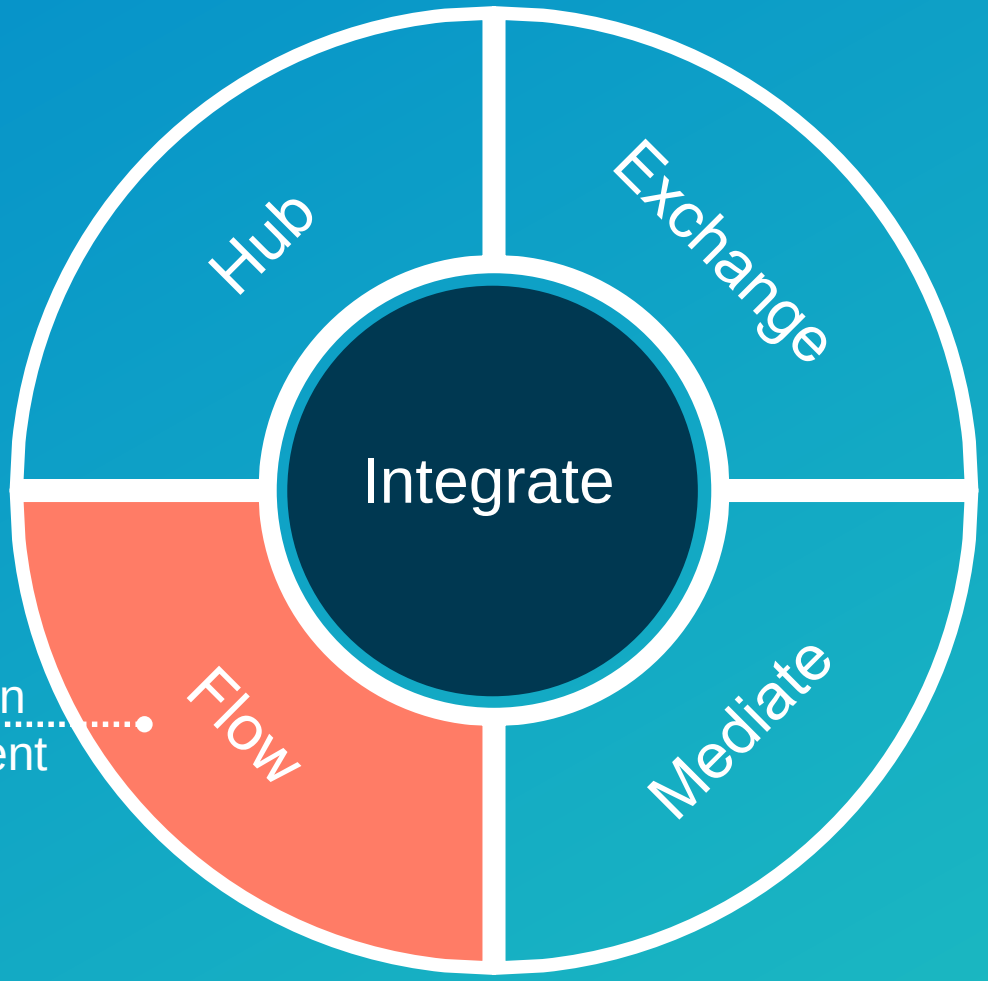
Elements of the Boomi Platform



Workflow Automation
and App Development

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Boomi Flow – As Your App Dev Platform

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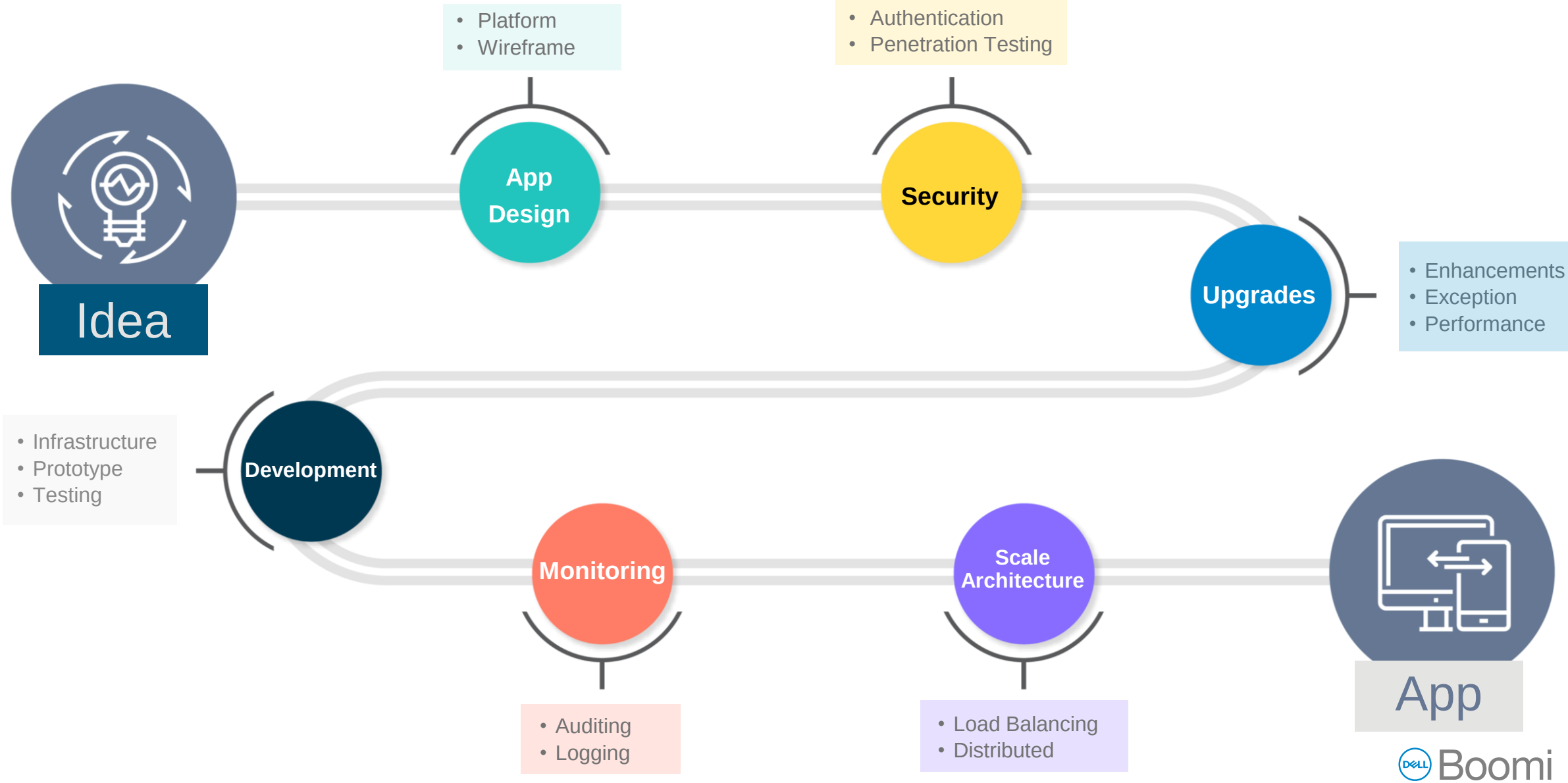
Challenge: IT's App Dev Burden



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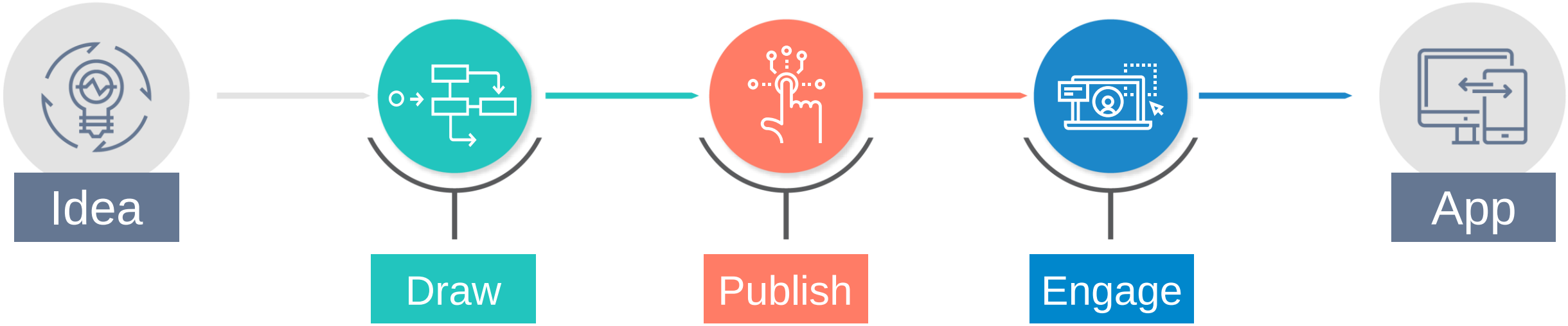
What Flow Does: Accelerate App Development with Low-Code



Build Applications, not Infrastructure

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Claim Adjudication Process

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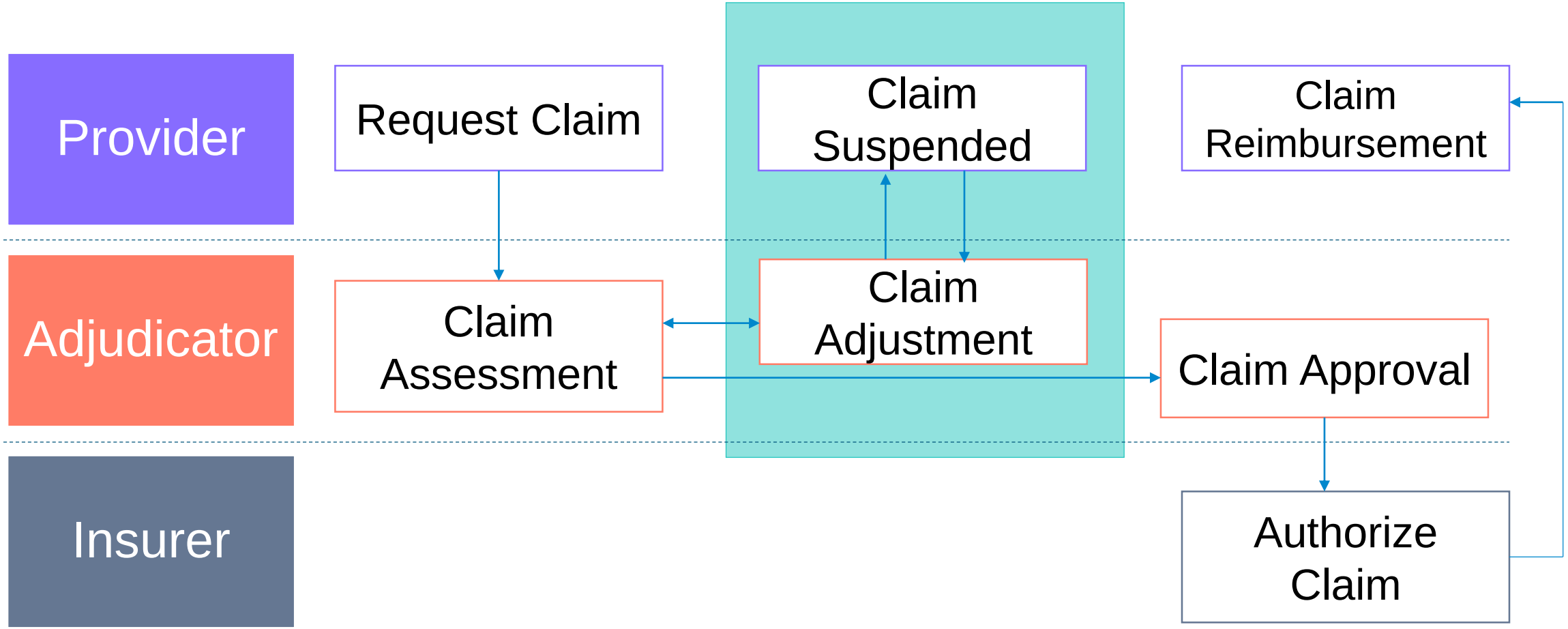
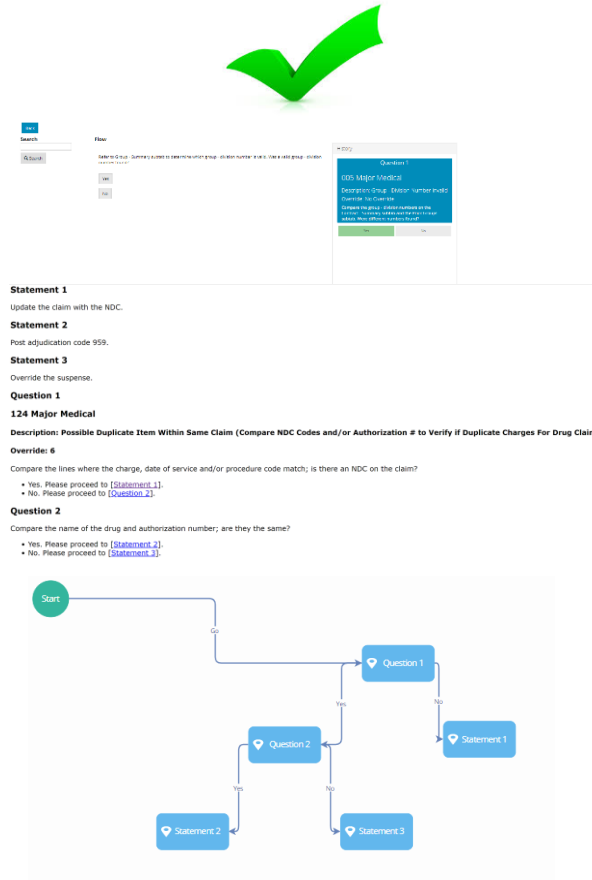
Simplified Claims Processing Workflow



Suspended Claims Processing

Guided Path with Dell Boomi



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Advantages of Guided Path Embedded Process Flows

Decrease Claims Processing Time

Improve Customer Satisfaction

Reduce Errors of Manual Processing

Transition from data entry to relationship building

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Integrating with a CRM for Patient Management

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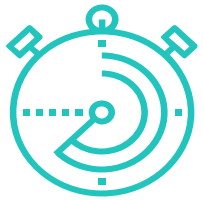
Getting Ahead of Omni Channel Preferences of Your Customers



Real Time and Mobile

Personal Engagement

Community and Social Media

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Healthcare Services Demonstration

Extending Customer Engagement

Extending Capabilities of Legacy Applications

Improve Customer Satisfaction

Creating a Single View of the Customer

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Improving Employee Experience

Automating Manual Repetitive Tasks

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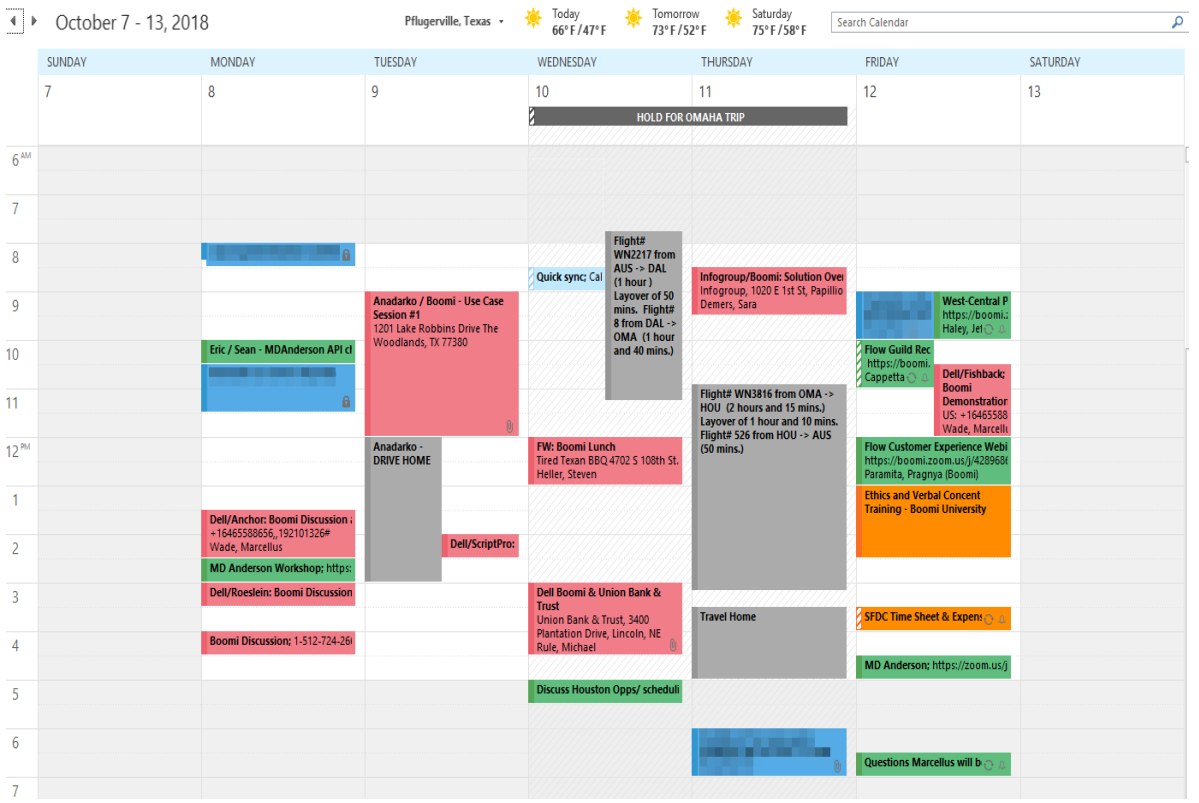
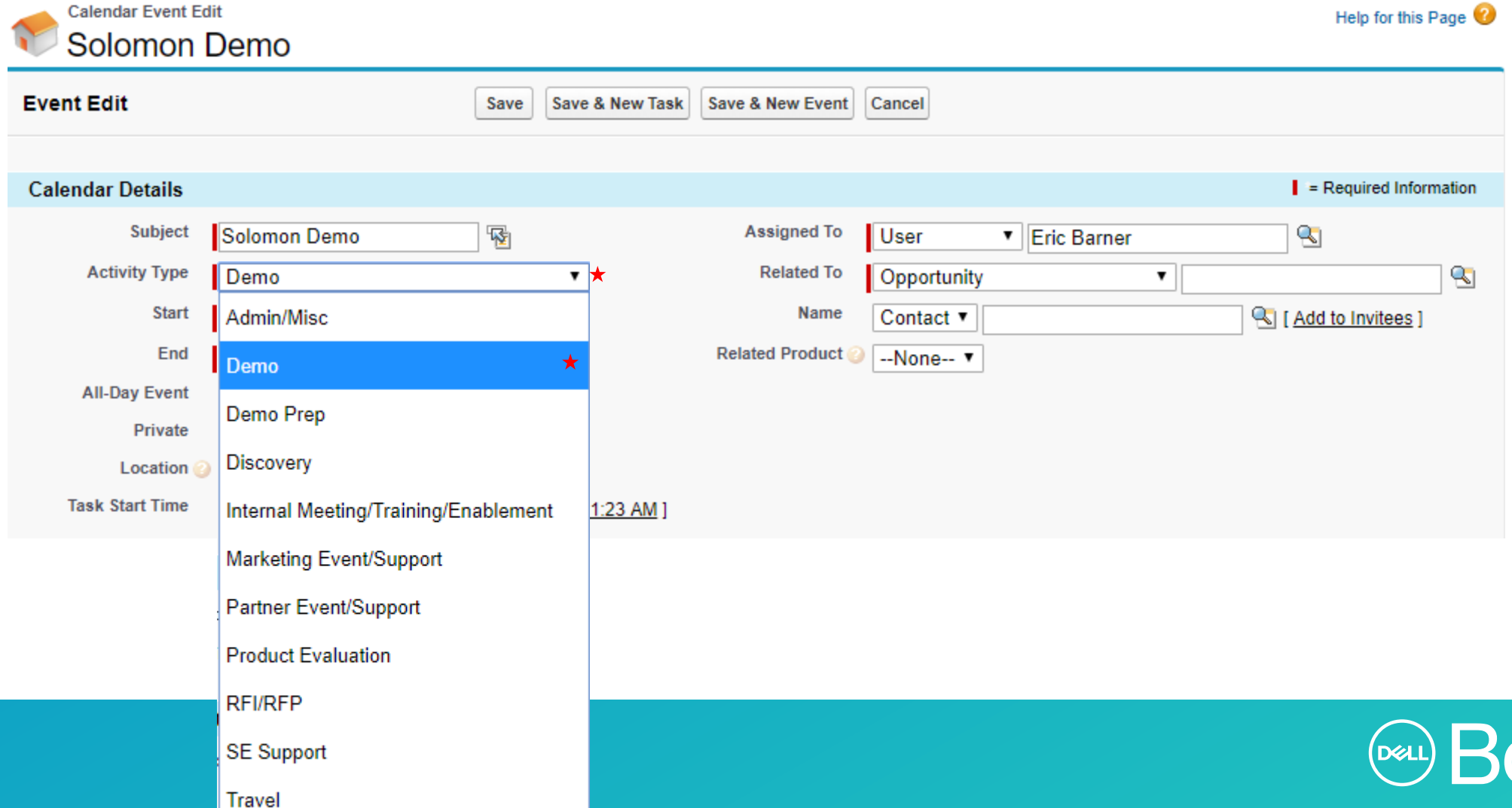
Sales Operation Automation: Time Entry

- Independent Time Entries
- Selections Not Maintained
- No Mass Updates

15 Mouse Clicks Per Activity X
25 Activities Per Week (avg) =
375 Mouse Clicks!



Lots of Clicks!?!?!?!



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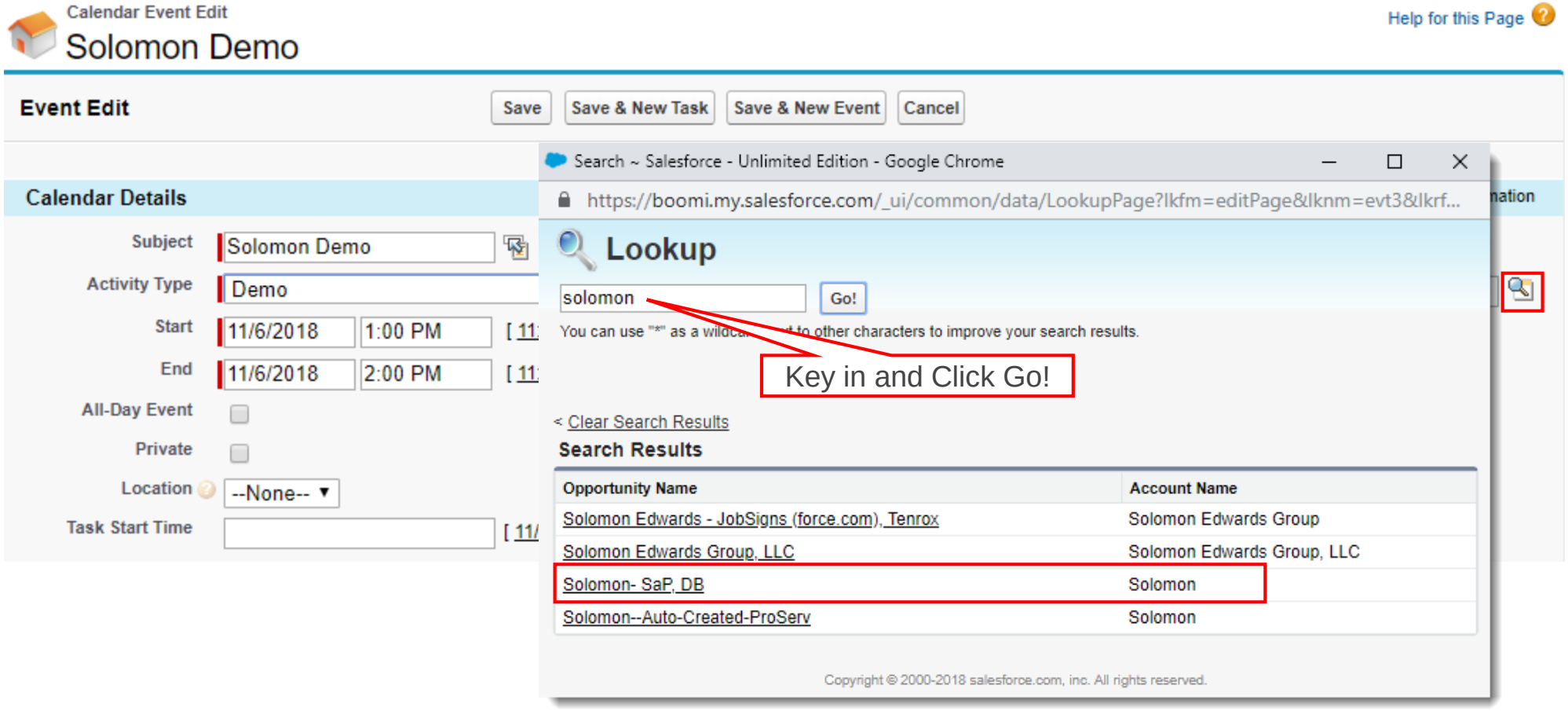

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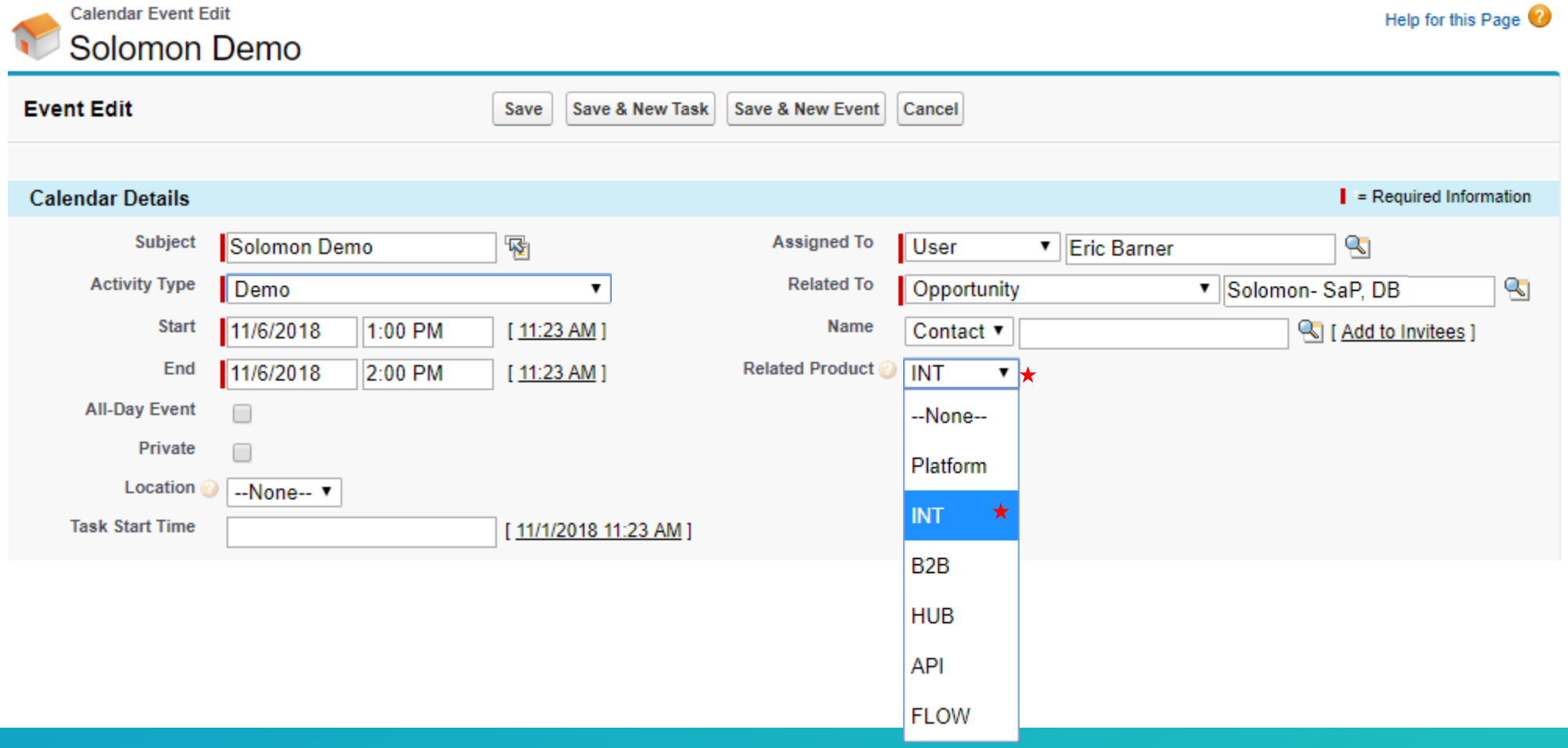

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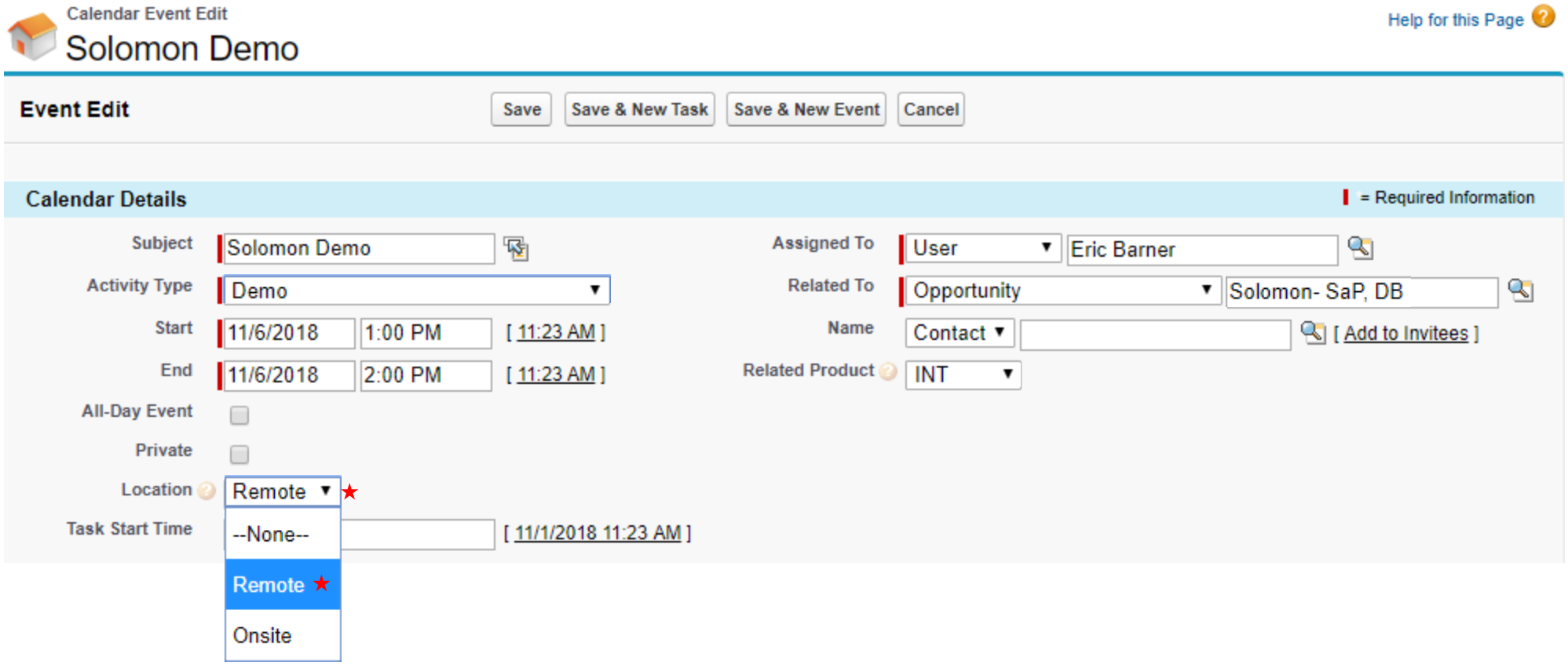

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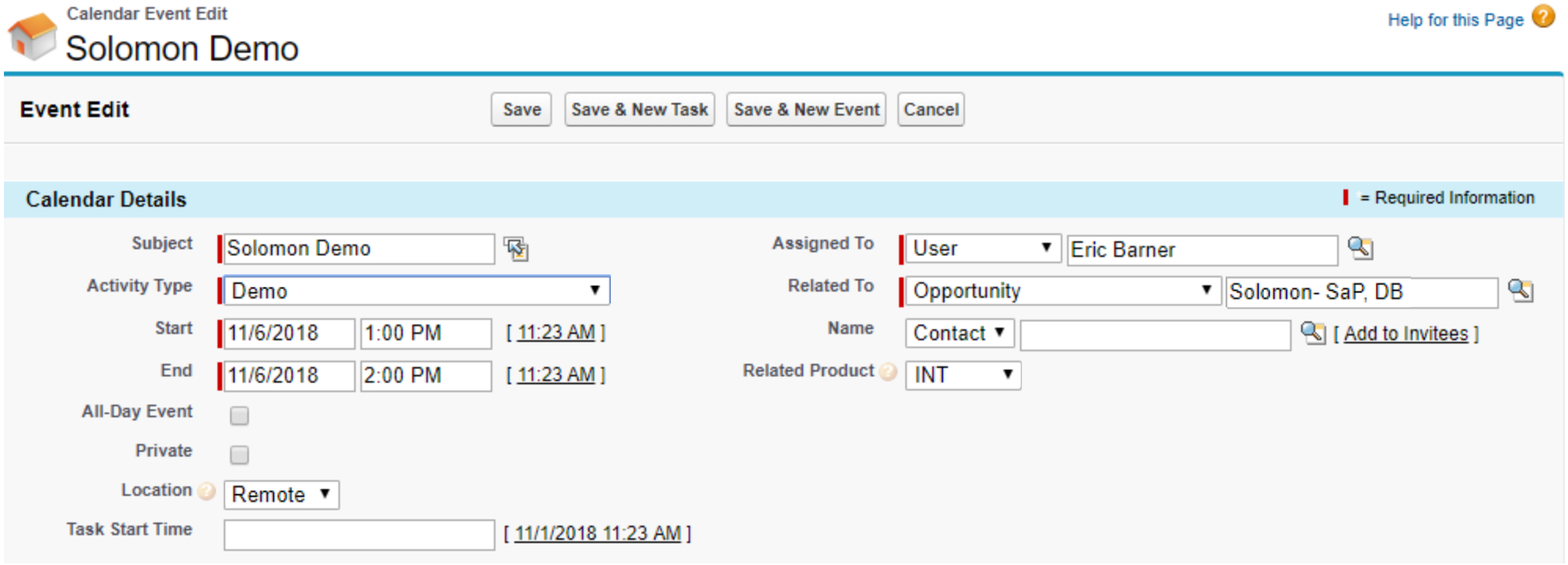
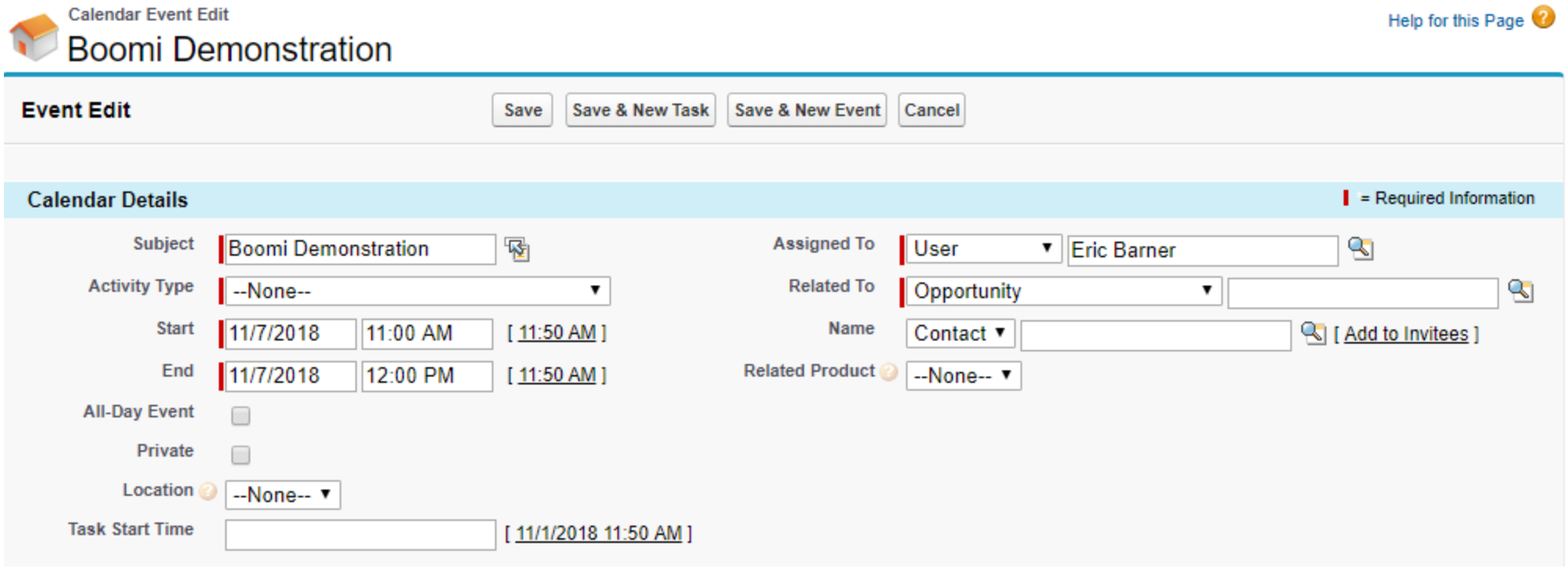
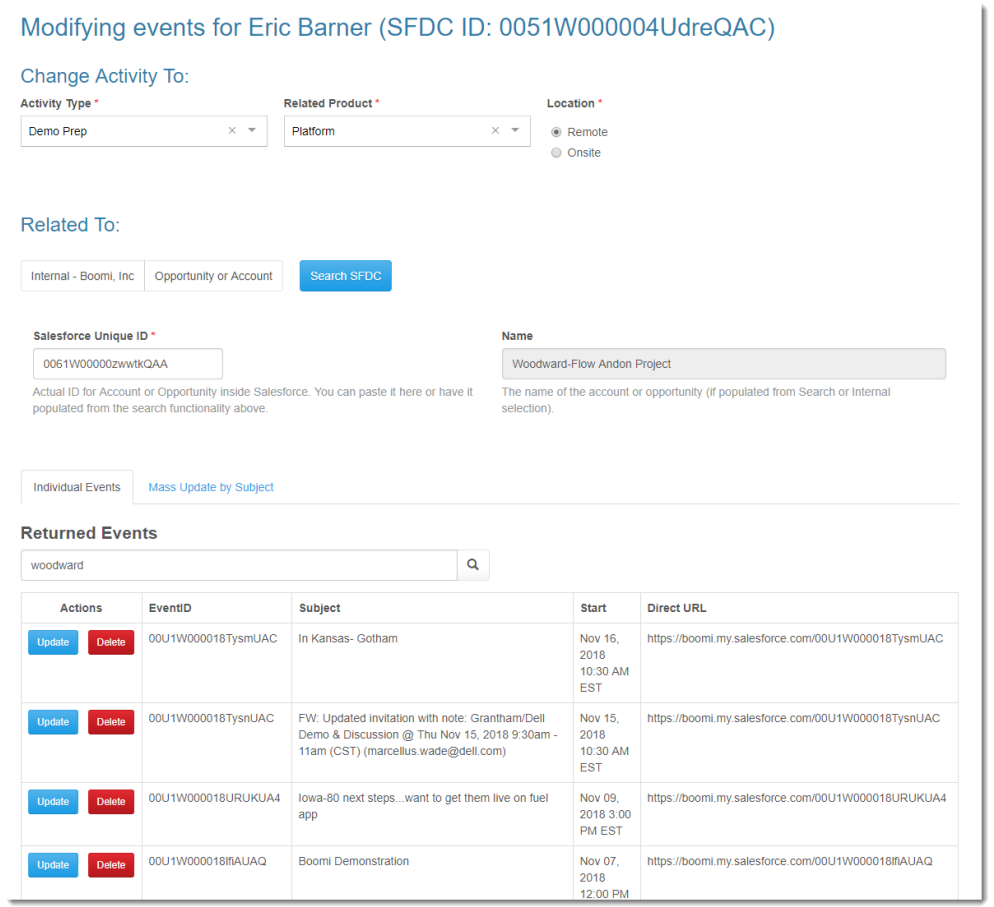


Next Entry – You Start All Over !?!?!?!



Flow – Repetitive Efficiency

- Remembers the Selections
- Single Click for common options (Boomi Internal)
- Mass update based on a subject value



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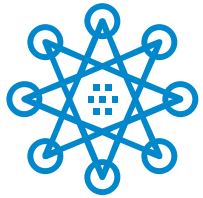
Boomi Flow Turbo Charged App Development

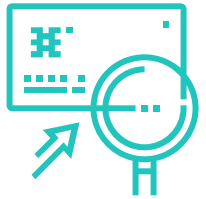


Unlimited Connectivity

- Offline Ready
- Out of Box Mobile Ready
- Connectivity to Any Endpoint

Enterprise Grade

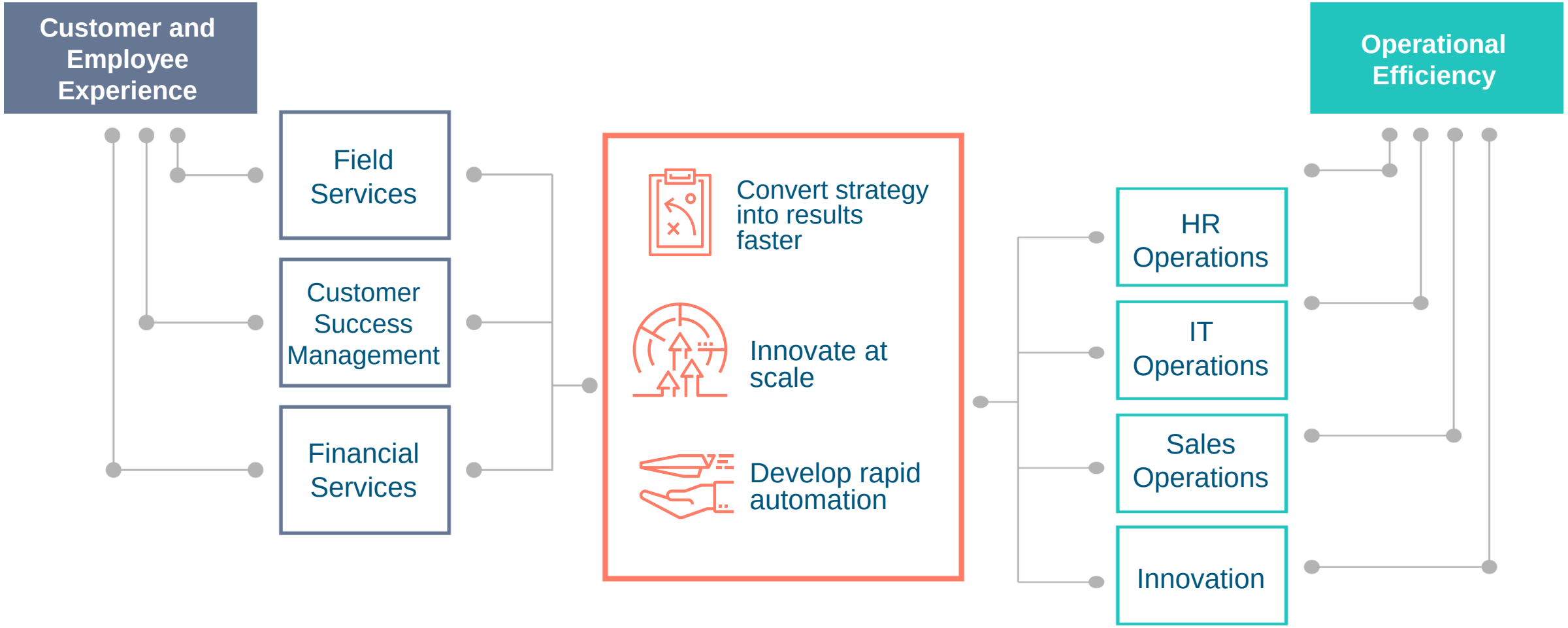
- Deployment Flexibility
- Security
- Scalability



Customizable

- Built with APIs
- Built-in Integrations
- Built-in Performance Dashboards

Empower Your IT and Line of Business Partners



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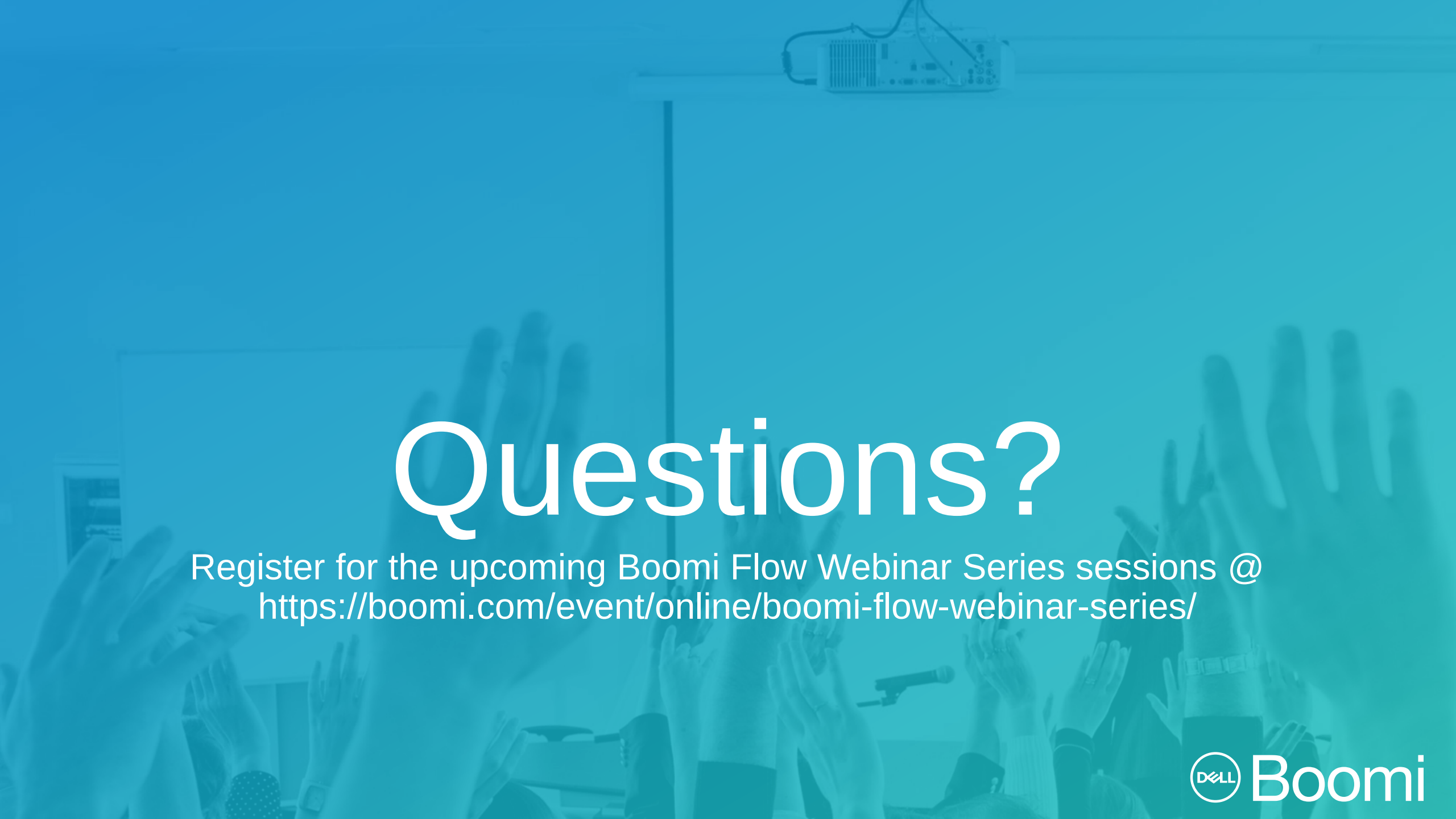
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