

BMC Helix Customer Service Management

Maximize the value of your customer interactions

Product description

BMC Helix Customer Service Management is an enterprise grade, end-to-end, agentic AI-enabled platform delivering customer service excellence and customer 360 intelligence.

Business challenge

Customer expectations are higher than ever, and it is critical that customer service representatives (CSRs) have the capabilities, speed, autonomy, and AI-driven guidance to deliver great customer experiences and improve brand loyalty.

To stay competitive, organizations need agile, mobile solutions that are enhanced with agentic AI for smarter decision-making, and automation to complete requests, speed complaint resolutions, and enable a 360-degree view of the customer.

To address these challenges, companies must center every interaction around the customer, giving agents, team leaders, and quality managers the same, complete view to improve service quality, provide an amazing customer experience, and reach a broader audience. To foster positive customer sentiment and reduce churn, organizations must also enhance interpersonal communication, increase response accuracy, and provide meaningful recommendations.

BMC Helix solution

BMC Helix Customer Service Management guides agents, automates workflows, and provides a 360-degree customer view with a unified platform and agentic AI capabilities.

With aggregated data from various customer touch points and systems of records, the solution offers insights on customer status, segmentation, preferences, products and services, case history, Net Promoter Score (NPS), and more. Agentic AI turns those insights into recommended resolutions for business-to-business, business-to-consumer, and government-to-consumer (B2B, B2C, and G2C) engagements, bringing different teams together to give customers a personalized experience. In addition to getting a complete view of the customer, agents are backed by a global search that spans case and customer details along with knowledge articles, and AI-driven sentiment analysis that tracks trends across the case lifecycle.

BMC Helix Customer Service Management supports omnichannel engagement for complaints, requests, suggestions, inquiries, and other interactions, while managing fulfillment across other departments such as billing, legal, service quality, regulatory, marketing, collections, loans, cards, procurement, and operations teams. A real-time case activity log keeps agents aligned, with notes, colleague tagging, and smart filtering that help cross-functional teams collaborate every step of the way.

KEY CAPABILITIES

- **360-degree customer view** of the customer from all systems of record provides an enhanced, personalized experience.
- **Agentic AI-enabled platform** delivers consistent, efficient, and tailored support across all customer touchpoints, leading to lasting customer loyalty.
- **Visibility into agent and team performance** gives team leaders metrics and insights to proactively monitor cases and identify training and improvement opportunities.
- **Omnichannel support** engages customers through multiple channels like self-service, chat, email, phone, and social media.
- **Easy integration for workflow automation** supports integrations with key customer support systems, including customer relationship management (CRM) tools, Amazon Connect, KCS Knowledge Management, and more.
- **Low-code/no-code** empowers teams to build and modify applications quickly without extensive coding expertise.

KEY BENEFITS

- Increased customer loyalty
- Better customer experience
- Faster, AI-guided resolution
- Higher agent productivity
- Consistent service quality
- Reduced churn
- Increased revenue and market share

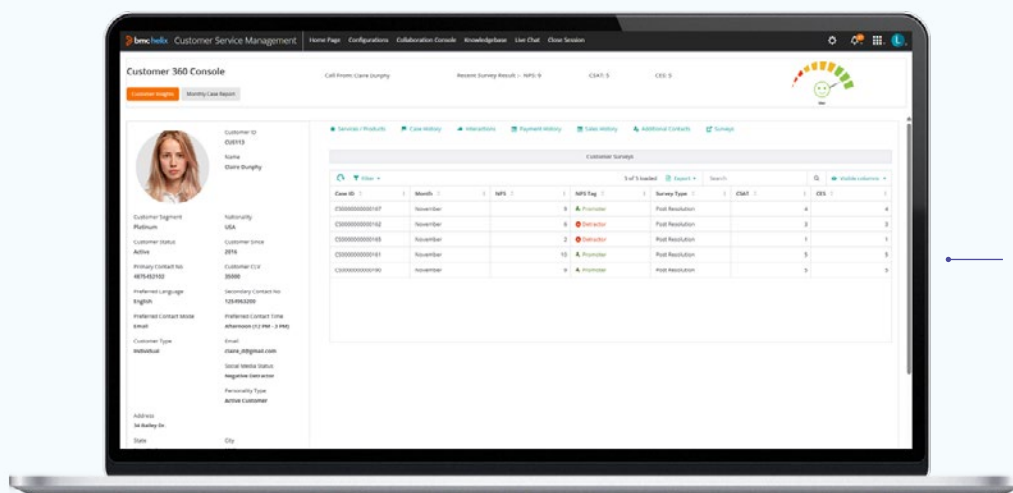
Product description

- **Agentic AI-driven self-service:** Empowers customers with instant, conversational support and smart knowledge recommendations.
- **AI-enabled agent assist:** Boosts agent efficiency with AI-driven summaries and guidance for effortless case resolution.
- **Customer 360:** Offers a complete customer view to deliver insights on customer status, segmentation, profitability, and sentiment, including customer satisfaction scores.
- **Case sentiment analysis:** Captures customer sentiment with AI-driven reasoning at case creation and tracks it in real time as new communications arrive.
- **Agent 360:** Provides domain and soft skill indicators to support the development of both for a more holistic customer service approach through agent training and badges.
- **Continuous service improvements:** Tracks metrics for agents and group performance, customer survey results, and more.
- **Intelligent routing:** Assigns agents based on domain skills, case categorization, customer segment, products, and services.
- **Omnichannel support:** Includes self-service, chat, email, phone, and social media.
- **Global search:** Delivers a single, unified search experience across case details, knowledge articles, and Customer 360 insights for faster, more accurate resolution.
- **Agent playbooks:** Directs agents to ask the right questions, and to provide first contact resolution (FCR) and additional enhanced service options, including sales promotions, discounts based on customer profile, refund processes, and more.
- **Knowledge management:** Offers instant access to relevant knowledge for customers and agents.
- **Case activity log:** Streamlines collaboration with real-time notes, colleague tagging, attachments, and audience-specific visibility, backed by smart filtering for quick navigation.
- **Integration:** Integrates with available CRM systems, telephony, social listening, billing, payment gateway, campaign management, SMS, GIS, and more.
- **Pre-built, multi-role workflows:** Supports frontline, resolution, and service quality agents and supervisors.
- **Service quality workflow:** Focuses on understanding the customers' experience during the case journey as part of the overall engagement process.



FOR MORE INFORMATION

To learn more about BMC Helix Customer Service Management, visit helixops.ai/products/bmc-helix-customer-service-management.html.



Customer 360 dashboard

About BMC Helix

BMC Helix, now an independent company, helps the world's most forward-thinking IT organizations turn AI into action—unlocking human potential to multiply productivity so teams can focus on the work that matters most. With an industry-leading, AI-powered, open platform, BMC Helix delivers a dynamic fleet of AI agents that augment work across enterprise IT service and operations management to anticipate needs, automate solutions, and accelerate outcomes for ServiceOps.



Helix and other Helix marks are exclusive properties of BMC Helix, Inc. and are registered or may be registered with the U.S. Patent and Trademark Office and in other countries. BMC, BMC Software, the BMC logo, and other BMC marks are the exclusive properties of BMC Software, Inc. and are registered or may be registered with the U.S. Patent and Trademark Office and in other countries. © Copyright 2022-2026 BMC Helix, Inc.

