

Improve the Quality in Call Management and Customer Service by Implementing a KMS

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Versatel AG

Agenda

- 1. Versatel and the Initial Situation**
 - 2. Main Requirements to a KMS**
 - 3. Project Objectives and Implementation Details**
 - 4. KPIs and Success Rates**
 - 5. Project Extension: Visavis Online**
-

Corporate Profile

Strong Presence in the German Telco Market

- Versatel is ...

- ✓ one of the leading providers of voice, Internet, TV and data services for residential and business customers in the German market.
- ✓ the **third-largest non-incumbent infrastructure-based German telecommunications provider** for residential and business customers in terms of revenue.

- Our strategy is based on ...



Corporate Profile: Own Network

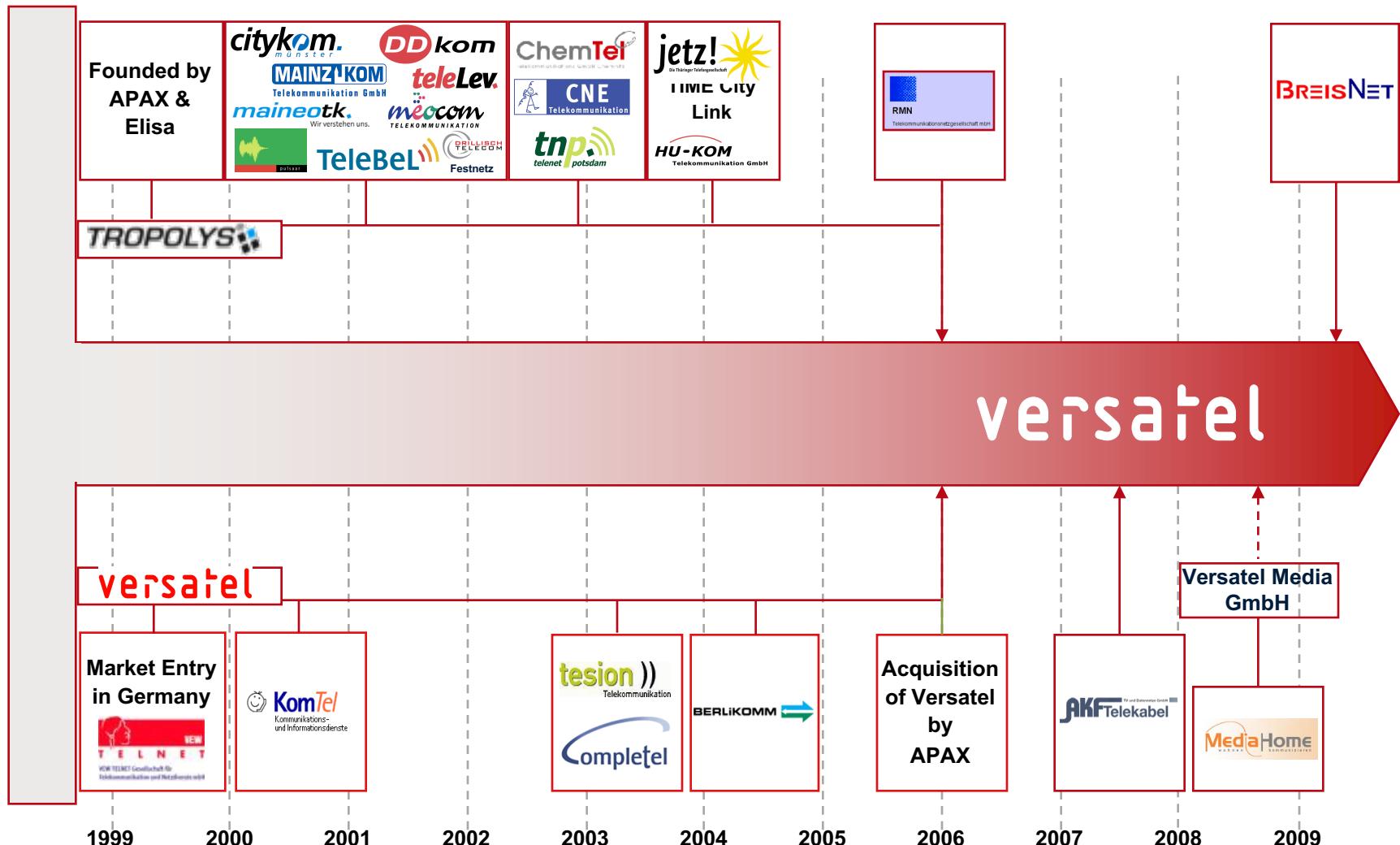
More than 24,000 Miles Own Fibre Optic Network



- Own, state-of-the-art, high performance fibre optic network in 12 of 16 federal states, and in 32 of the 50 largest cities.
- Total length of the Versatel network: **more than** 24,000 miles. 18,000 miles alone are part of regional and city networks. Versatel is number 2 on the German market with respect to the lengths of the company's network.
- Integration of cable infrastructure with the company's own city networks.
- **High bandwidth through regional FTTx-expanding.**

Corporate Profile: Succ. Consolidation

A Merger of 23 City Carriers



Initial Situation

Customer Base in Three Different CRM Systems

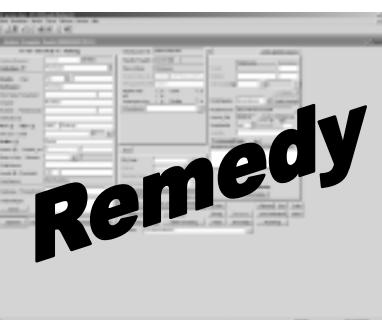
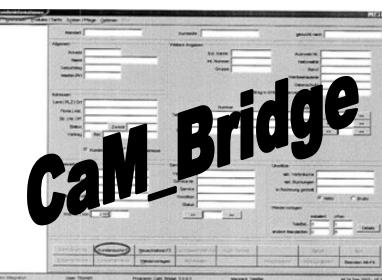
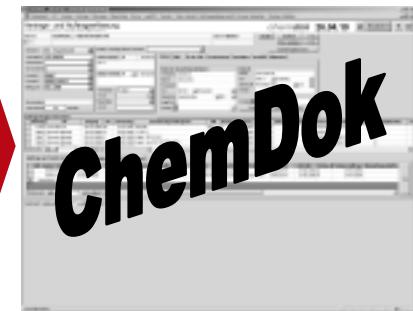
Customer



Call Center



CRM Systems



Initial Situation

Poor Hotline Performance and Increased Service Costs

Company Growth

- merger of more than 20 city carriers
- annual increase of customer base up to 20 %
- three different major CRM systems
- more than 1.300 tariffs due to company history

Resulting Effects

- heterogeneous customer support hotline
 - inconsistent quality of call center processes
 - different levels of know how among call center agents and between different service providers
- increase of call volume by 10% p.a.
- increase of follow-up calls by 15% p.a.
- high amount of business process changes
- high amount of trouble-tickets due to technical incidents

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Main Requirements

Need for Process-oriented Call-Handling Support Tool

Main requirements to the intended solution:

- Integration of an IT-system-supported product (automation)
- Implementation of process-oriented call-handling (standardization)
- Compatibility and integration within existing infrastructure
 - CRM-Systems
 - ACD (Automatic Call-Distribution)
 - IVR (Interactive Voice Response)
 - CTI (Computer Telephony Integration)



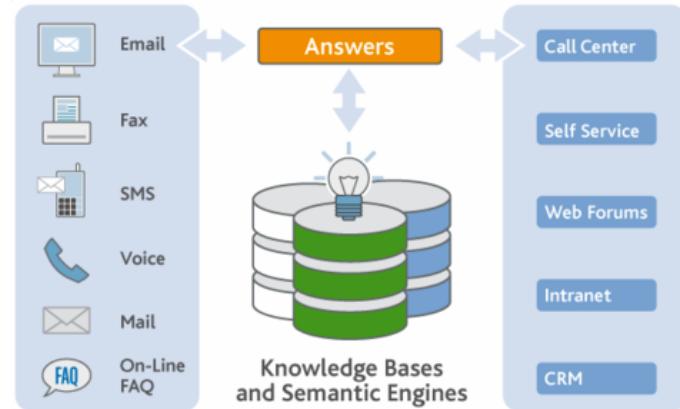
“ATTENSITY SERVICE”
provided by Attensity

Starting Project: visavis
versatel integrated services and
versatel intelligent search

Main Requirements

Key Benefits of Attensity Service

- Attensity Service enables agents and customers to **access the most actual service information quickly**.
- Robust knowledge management combined with intelligent search is the agent's only way to respond **effectively and efficiently to ever-growing volume of customer inquiries**.
- Customers gets a **seamless service across all channels**. Given the flexibility to effective self-serving, customers will opt for lower-cost channels, helping to achieve highest levels of service efficiency.
- **High level of integration** within existing IT infrastructures based on open technologies and interfaces as well as **efficient support of content creation and distribution**



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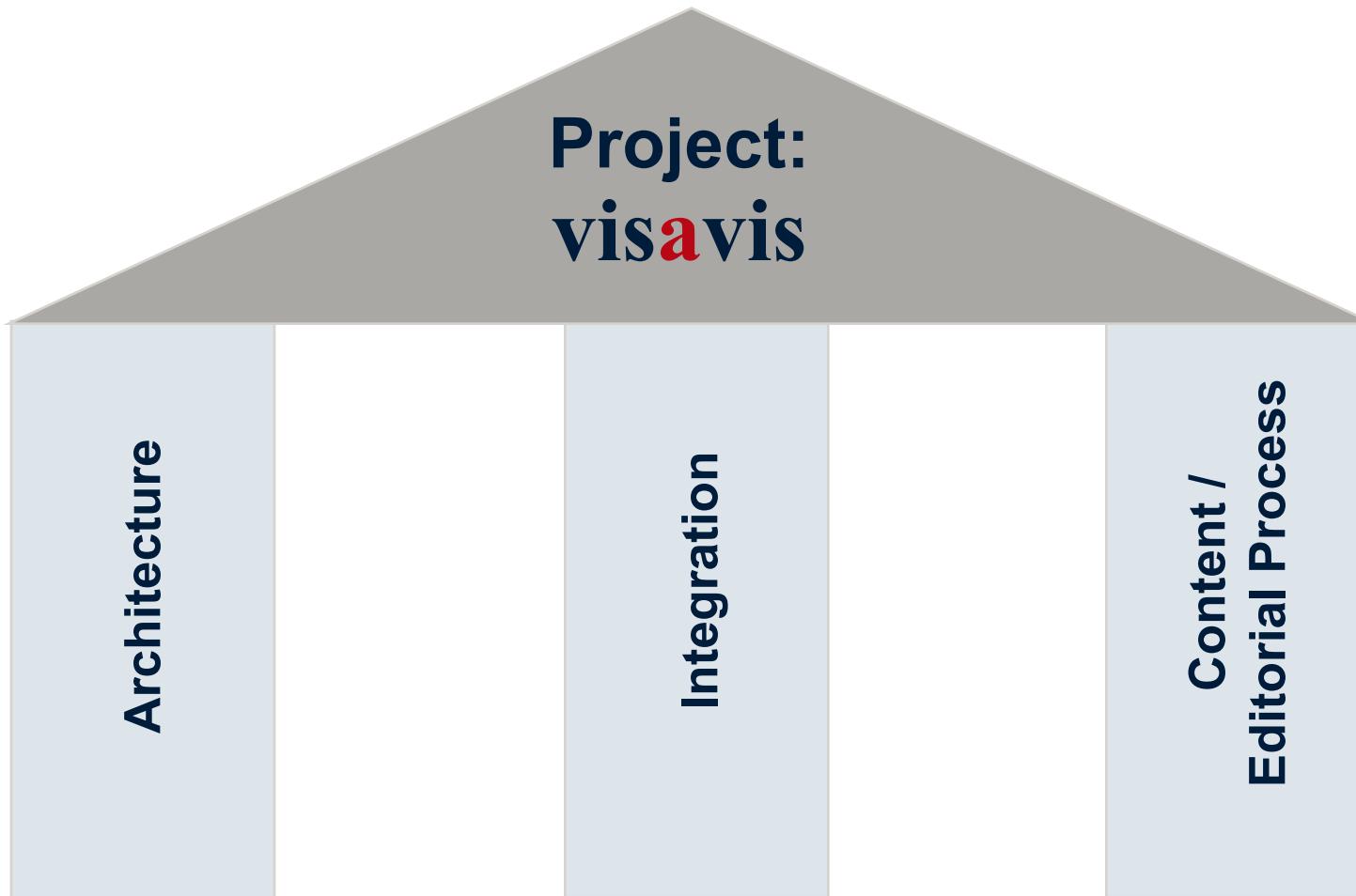
Project Objectives

Increase First Call Fix Rate & Reduce Call Volume

- **Improve the first call fix rate** by increasing agent's expertise.
- Thereby lowering the amount of trouble tickets routed to the in-house 2nd line.
- **Reduce the call volume** by providing coherent wording and process orientation.
- **Decrease the average handling time** per call by optimizing processes for
 - better diagnostics,
 - improved workflows,
 - high level of integration.
- Fasten fault clearance of trouble tickets by providing standardized and relevant information (**tickets in homogeneous and desired quality**).

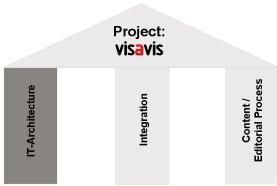
Project Details

Three Sub Implementation Projects were Determined



Project Details

Implementation of the Attensity Service Architecture



Implementation of the basic technological architecture.

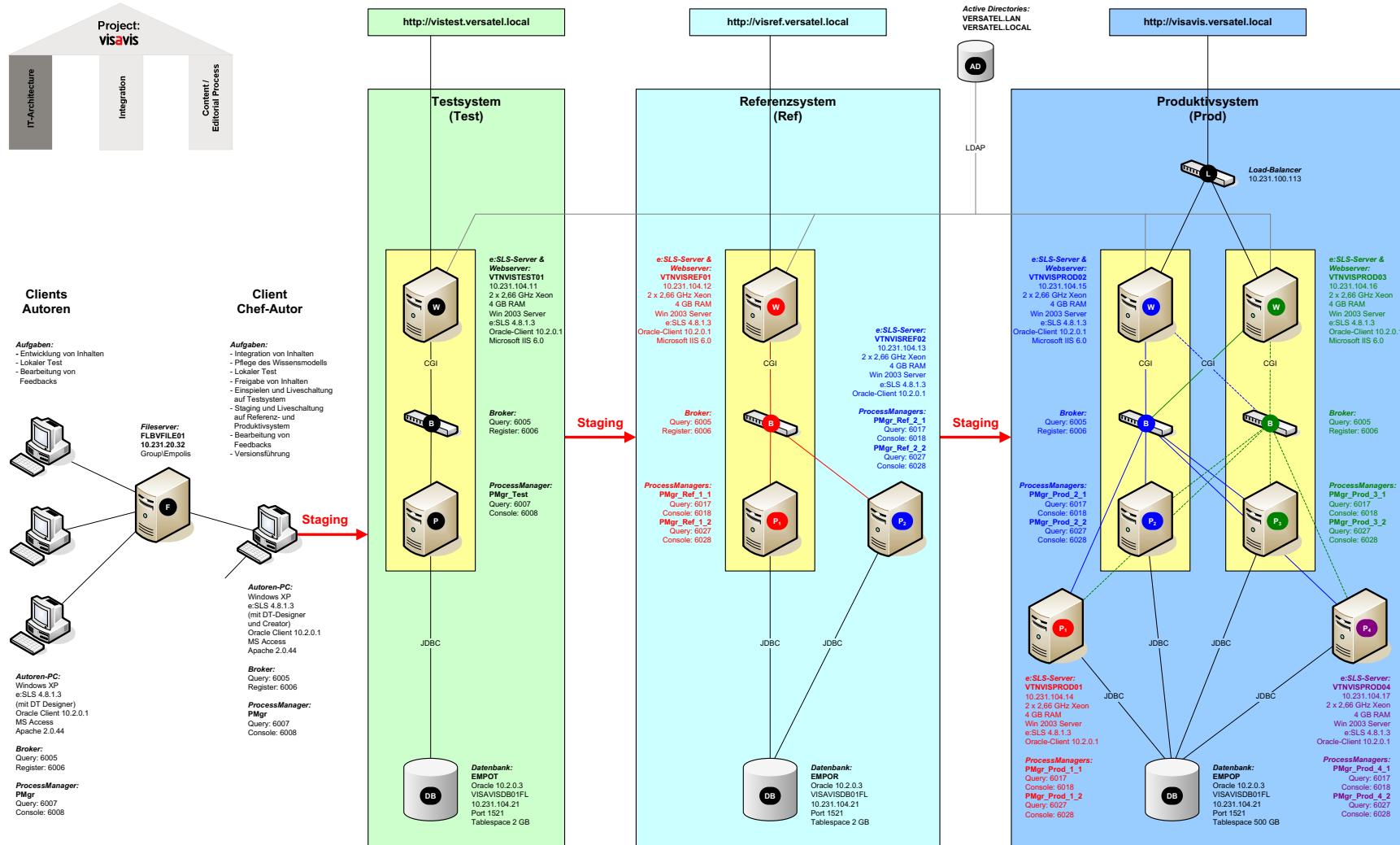
- Setup of a modern, high availability three-tier system based upon seven application servers, four web-servers and two database systems.
- Implementation of an individualized graphical user web-interface and Versatel specific knowledge model.



The setup of the architecture required 2.5 months.

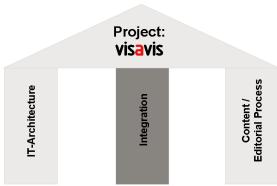
Project Details

Three-Tier System Consisting of Several App/Web Server



Project Details

Integration of Attensity Service into Existing Infrastructure

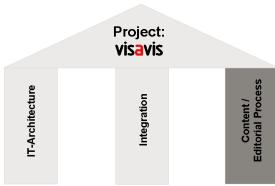


Integration into the existing IT infrastructure, especially into the CRM system and the IVR/CTI system.

- Transfer of 250 relevant information items from the IVR/CTI system to the CRM system for later use in Attensity Service (customer identification, customer's request identified by the IVR).
- Transfer of relevant information from the CRM system to Attensity Service (contract info, line details, products in use etc.) with 3 main objectives
 - Initiate a search to find the proper approach specific to the customer's issue,
 - Display important customer information,
 - Automated answering of questions in Attensity Service without the need for search in the CRM system.

Project Details

Setup of a Content and Editorial Process



Establishing the content and editorial processes for implementing decision trees.

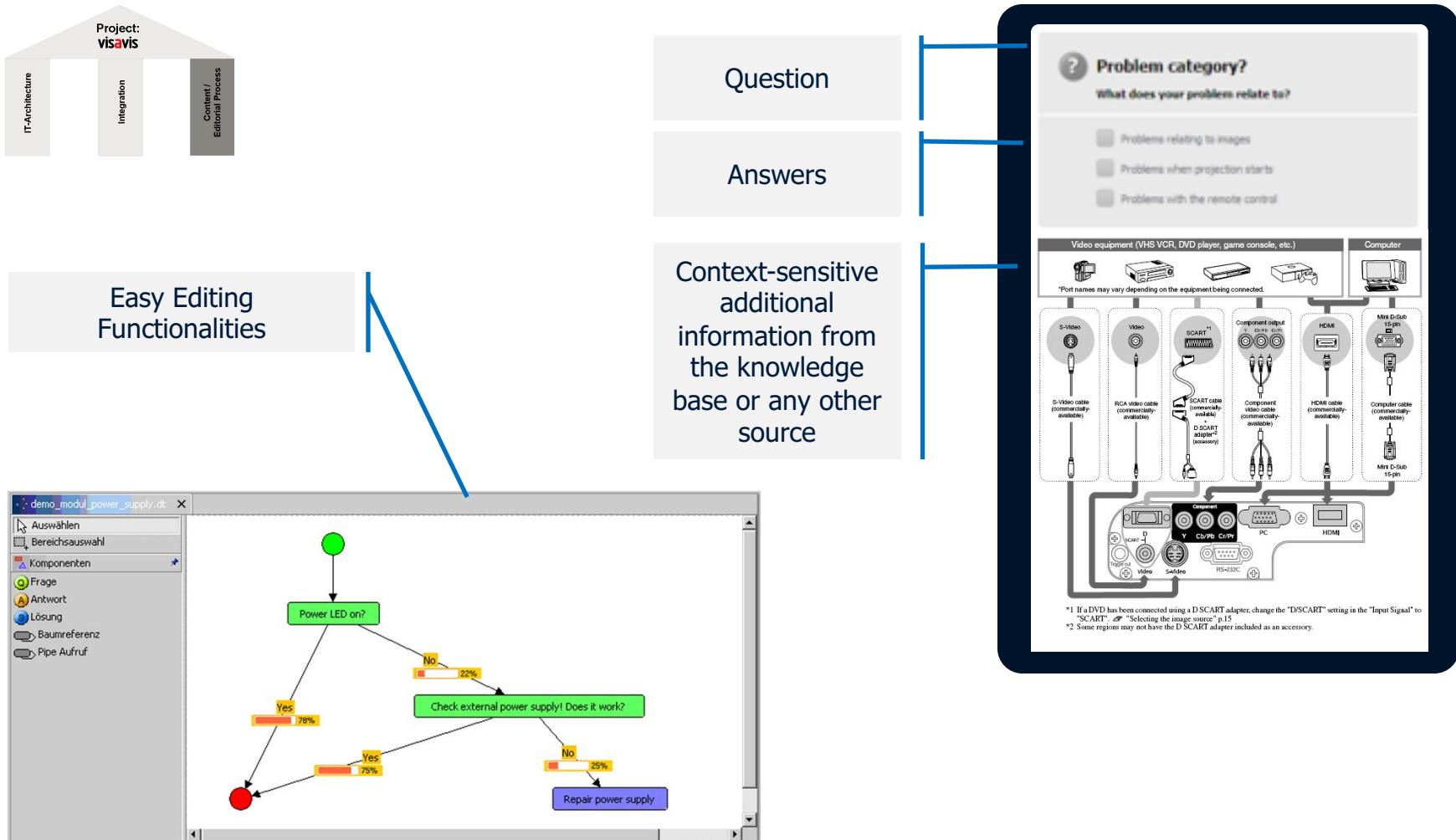
- Identification of the editorial organisation (i.e. managers and staff).
- Design and implementation of the following processes:
 - Content management,
 - Feedback mechanisms,
 - Change management,
 - Continuous improvement.
- Implementation of decision trees and attachments.



The implementation of all editorial processes required 9 months including the design of an initial set of decision trees and the handover to the operational business.

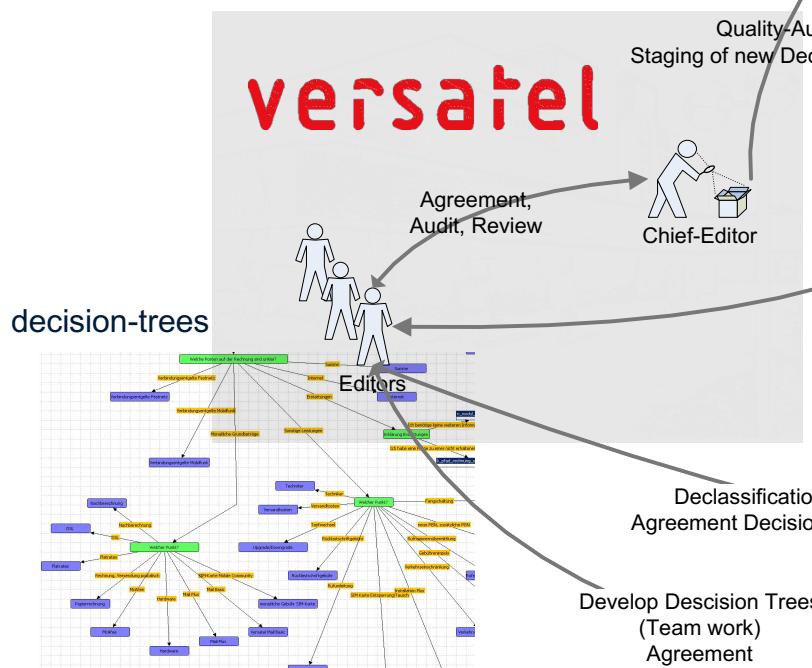
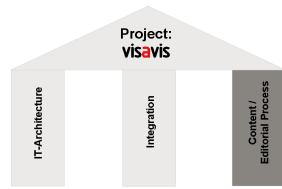
Project Details

Guided Service through Decision Trees

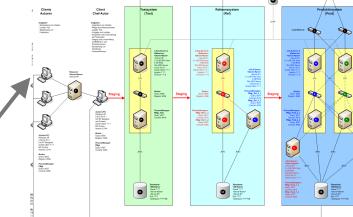


Project Details

Overview of the Editorial and Feedback Processes



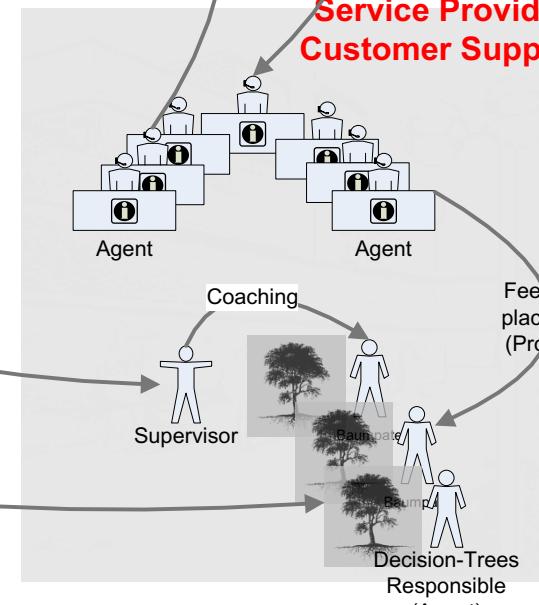
Attensity-System



web-frontend



Service Provider Customer Support



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Project KPIs and Success Rates

1,200 Decision Trees were Developed and Implemented

return on investment	7 months
editorial staff in operational business unit	4.5 FTE
usage of the system	<ul style="list-style-type: none">▪ 350 call center agents (external)▪ 100 technical co-workers (internal)▪ no direct use of CRM systems anymore
delivered content	<ul style="list-style-type: none">▪ 1,200 decision trees with about 170,000 different solution paths▪ 350 searchable CRM training documents▪ 17,000 technical documents for use in the in-house 2nd line
integration and automation	<ul style="list-style-type: none">▪ Transfer of 250 information items from CRM to KMS lead to an automatic question's response of 65%.▪ Automatic generation of 14,000 trouble tickets per month

Project KPIs and Success Rates

Call Volumes, Tickets & Handling Time Could be Reduced

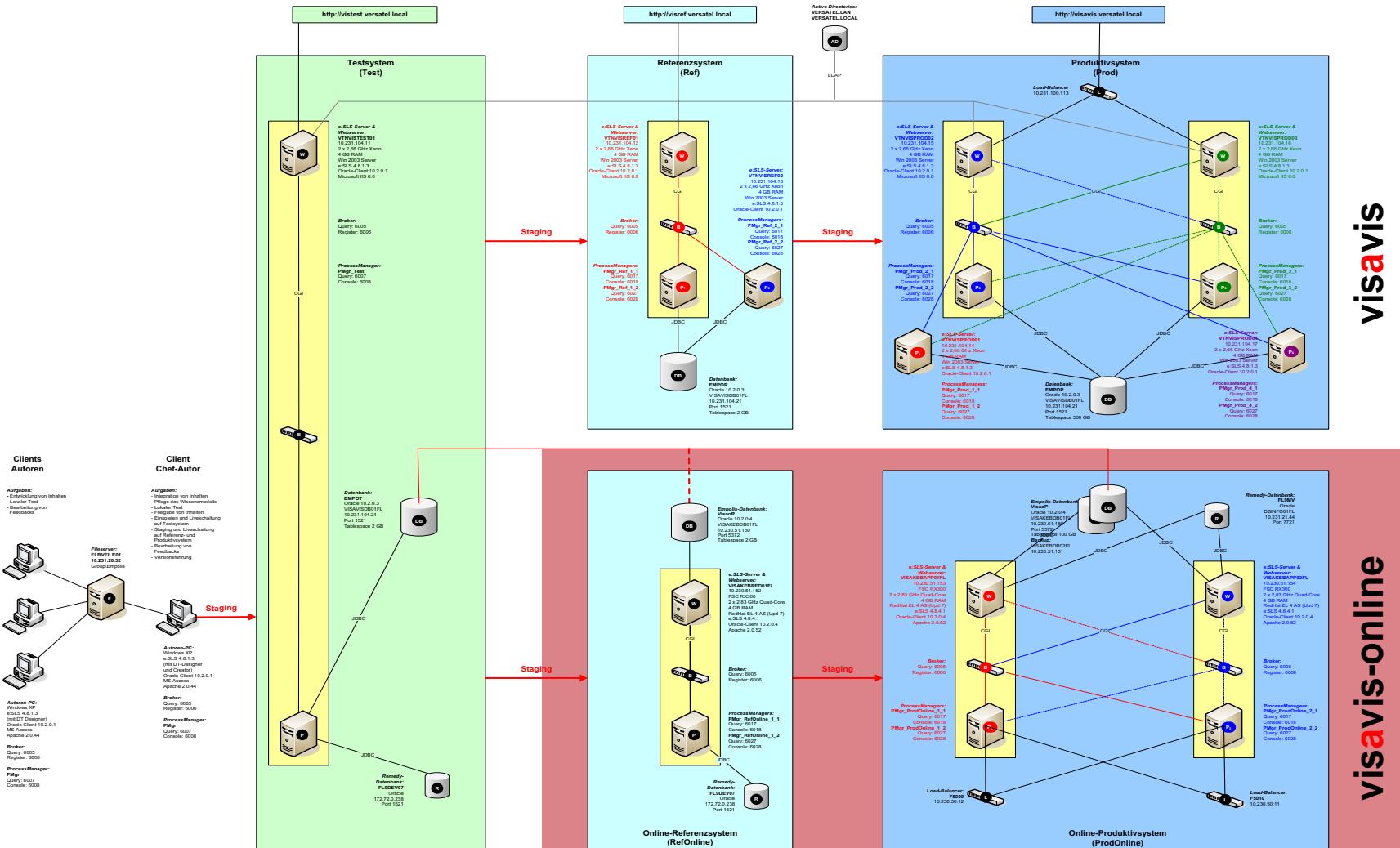
	2008	2009	Trends
first call fix rate	54 %	77 %	
average handling time	396 sec	355 sec	
trouble ticket quota	24 %	17 %	
trouble tickets solved within 24 hours	39 %	54 %	

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Project Extension

Extending the Three-Tier System for Visavis Online



visavis

visavis-online

Project Extension

Since 2009 Visavis is Fully Integrated into the Online FAQ

Montag, 26.4.2010

Kontakt | Sitemap

versatel

Privatkunden | Geschäftskunden | Carrier | Versatel AG | Kunden Exklusiv

Google

MEIN VERTRAG E-MAIL & SMS TARIFE & EXTRAS HILFE & SUPPORT

▼ Hilfe & Anleitungen

- Hardware anschließen
- E-Mail-Postfach einrichten
- Digitale Signatur
- Ihre Rechnung
- Downloads
- Glossar
- Formularfinder
- Handy-Konfigurator
- Speedtest

Hilfe und Anleitungen



Lösungsassistent

FAQ ist die englische Abkürzung für „Frequently Asked Questions“ (oft gestellte Fragen). Wir haben für Sie die am häufigsten gestellten Fragen zusammenge stellt. Wir arbeiten kontinuierlich an unseren FAQ und erweitern und optimieren die Themen regelmäßig. Zusätzlich haben wir zu den bereits bekannten Fragen und Antworten Lösungswege entwickelt, die in Interaktion mit Ihnen zu einer Lösung Ihres Anliegens führen. Nähere Informationen zur Suche finden Sie in unseren Suchtipps.

Steve Jobs
Kundennummer: 696075
Eingeloggt seit 10:31 Uhr
✉ 16 neue Nachrichten
▶ Logout

HOTLINE
Für alle Fragen zum Thema Rechnungsstellung, Internet, Allgemein oder Störungen?
01805 - 15 18 18 (0,14 Euro/Minute aus dem dt. Festnetz, Mobilfunk max. 0,42 Euro/Minute)
Mo-Fr: 7:00-23:00 Uhr
Sa-So: 9:00-22:00 Uhr

Fragen und Antworten

Thema Alle Themen

Suchtext (optional)

Suchtipps

Suchen

271 verfügbare Antworten

Seite 1 von 23

Frage	Inhalt
1	Wie lautet der Pop 3 Server?
2	Wie lautet der SMTP Server?
3	Allgemeine Informationen zum Speedtest.
4	Ich möchte den Stand meines Kundenkontos wissen.
5	Ich möchte mein E-Mail-Programm einrichten. Wie geht das?
6	Wie lautet der IMAP Server?
7	Ich möchte umziehen. Was muss ich tun?
8	Ich benutze bereits einen Virenschutz, kann ich den Postfachvirenschutz trotzdem aktivieren?
9	Wie kann ich meine E-Mail-Adresse ändern?
10	Übermittlung der Rufnummer / Rufnummernanzeige (CLIP)
11	Wie ändere ich mein Kennwort?
12	Welche Hardware erhalte ich von der Versatel?

Project Extension

Further Cost Reduction based on Visavis Online Implementation

call reduction

- **Online requests could be increased from 16% to 28% which means a call reduction of 3,500 calls a week**

positive online feedbacks

- **Positive customer feedback and acceptance of FAQ**
- **Significant improvement of customer satisfaction after using FAQ**

cost reduction

- **Cost reduction of 0,54 Mio. Euro p.a. due to lower call volumes**

trouble tickets

- **Increase of the online generation of trouble tickets per month by 15%**

Thank You!