

SUCCESS STORY

TELCO

Achieving consistent multi-channel knowledge



Transforming customer contact and cross-channel transparency with the design and implementation of a shared single knowledge-base solution

A leading European telecoms operator sought to develop a unified fixed, mobile and multi-channel knowledge base to improve customer service.

The Challenge

Like all companies operating in the highly competitive telecoms sector, Steria's client recognises that great customer service is a business-critical differentiator. It knows that giving its customer service teams the tools to process calls quickly and efficiently has to be a business priority.

To achieve this, the telecoms operator wanted a system that would enable customers to complete their transaction or resolve a service issue with just one call.

Its ultimate aim was to extend this solution beyond its call centre operations to 800 distribution centres and online customer contact channels. Whatever channels its customers chose to use, the business wanted a common man and machine interface for a seamless service.

Our solution

A trusted transformation partner, Steria has supported this telecoms company's on-going technology and customer journey for more than 20 years. Steria had previously led a similar project to transform customer contact services for a UK telecoms operator and was ideally placed to take on this project.

Key Points

- Central knowledge base built on a proven customer relationship product tailored to the telecoms operator's business
- Streamlined process for answering customer questions via an interactive, shared data base
- Phased approach to solution rollout supports user adoption with step-by-step training

The first step was to define a target solution to be built on a unified fixed, mobile knowledge base. This would give everyone working across multiple channels access to the same information every time a customer made contact.

With the solution design agreed, Steria built a new knowledge-base system. A pilot led by Steria's client and knowledge management solution vendor InQuira was followed by a phased implementation.

Steria led the following phases:

- 2012 (March): integration and deployment for customer agents handling ADSL issues
- 2012 (April): deployment for agents handling customers' mobile phone issues
- In 2013 Steria was also awarded the application management contract for this solution.

How we worked together

At the outset of this project, a number of joint workshops between Steria and its client helped to define the scope and delivery model and ensure everyone understood the company's objectives.

These were to:

- Improve the tools used by customer operations teams and optimise their productivity
- Make it easier to set up new contact centre organisations by adding or closing agencies or diversifying people's competencies
- Simplify and reduce the 'total cost of ownership' (TCO) of applications and workplaces for operators
- Have a common man/machine interface (MMI)
- Assure the transition and continuity of services
- Help the business achieve its client satisfaction performance objectives.

Steria built the system on an InQuira solution (bought by Oracle in December 2011). This is an integrated tool for customer relationship management and agent intelligence. It streamlines the process of answering customer questions via a unique, interactive and shared data base.

Steria integrated this with its client's existing technology, carrying out front office customisation of the native InQuira functionality. This was followed by a pilot implementation led by the telecoms operator and InQuira before full deployment.

The phased approach to rollout allowed Steria to inform and train the relevant client teams one step at a time. This facilitated the change management process.

Results and benefits

In consolidating customer data from different sources (fixed, mobile, broadband, internet) into a single knowledge base, Steria has helped its client to deliver a number of benefits, including the following:

- Ease of use: a simplified interface makes it easy for users to find the right information and quickly resolve customer issues
- Greater consistency: different channels offer the same access to a shared information pool, improving customer satisfaction levels
- Improved productivity: 20,000 documents are centralised in the new system and the average length of search is just 1.65 seconds
- Empowered workforce: agents have the ability to add comments that are then approved through a dedicated workflow.



About Sopra Steria

Sopra Steria, European leader in digital transformation, provides one of the most comprehensive portfolios of end to end service offerings in the market: Consulting, Systems Integration, Software Development and Business Process Services. Sopra Steria is trusted by leading private and public organisations to deliver successful transformation programmes that address their most complex and critical business challenges. Combining high quality and performance services, added-value and innovation, Sopra Steria enables its clients to make the best use of information technology.

With 35 000 professionals in over 20 countries, Sopra Steria had pro forma revenue of €3.1 billion in 2013.

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