

CASE STUDY

3 Hutchison 3G Austria

Perfect Service to High Level UMTS Customers

Less Stress for Service Agents

+ BUSINESS CHALLENGE

- 14 million calls per year handled by the call centre
- 4,000 calls per day need improvement of operational efficiency
- Contact center services lack customer satisfaction
- To establish an authorization process for optimizing the quality of the 8,000 documents
- To improve business metrics, such as reduction of the average call handling time and increase of first resolution rate

+ PROJECT APPROACH

- A thorough analysis of all requirements guarantees a holistic and correct approach
- A powerful technology coupled with pragmatic, best practice processes guarantee achievement of targeted results
- Definition of SMART objectives (strategic, measurable, achievable, realistic, and time-bound objectives) ensures effective target/actual controlling

+ WHY USU WAS SELECTED

- USU KnowledgeMiner as meta search engine guarantees a context-related and quick access to heterogeneous and distributed sources of information.
- Provides self-learning algorithms
- Associates and recognizes synonyms
- Integrates easily into the existing system environment
- Enables fast implementation and short project lead times

+ BENEFITS

- Consistency and quality of the information presented to customers has increased significantly, evidenced by customer surveys
- Customer satisfaction with the Contact Center increased by more than 80%
- First call resolution rate increased by more than 70%
- Amount of correct answers grew by more than 80%
- Over 90% of all agents report significant stress reduction

++ AT A GLANCE

Company:

Hutchison 3G Austria GmbH

Industry:

Telecommunications, Internet, Media

Customers:

475,000

Employees:

460

Location:

Vienna, Austria

Web Site:

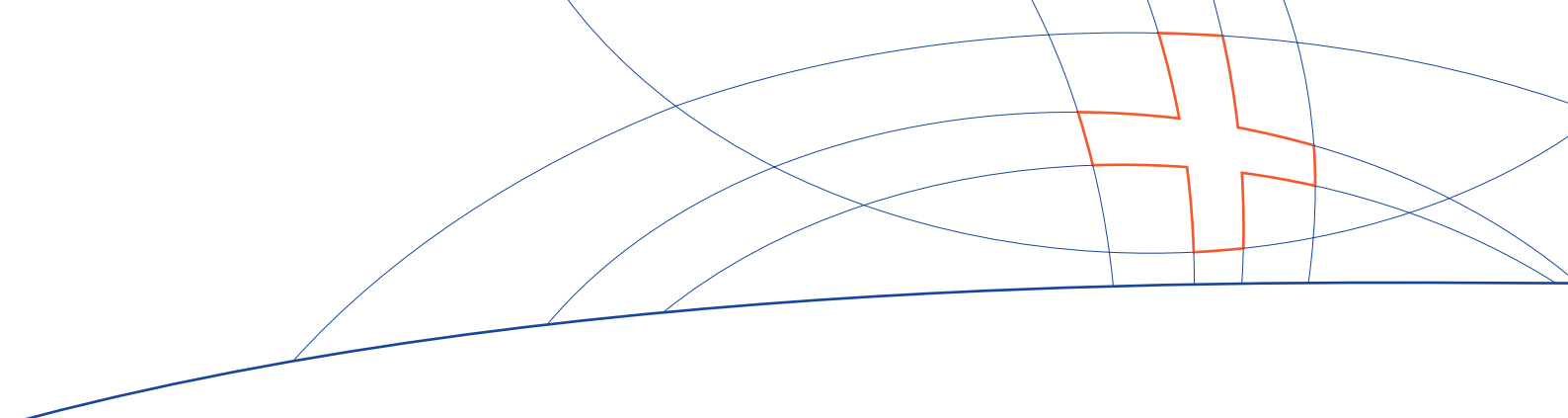
www.drei.at

Solutions & Services:

USU KnowledgeCenter

Hutchison 3G Austria GmbH is a 100% subsidiary of Hutchison Whampoa Limited. In Austria, the company combines telephony, internet and media under the brand name '3'. The company is market leader for UMTS based services. Since mid 2005, Hutchison has been using USU Knowledge Management to optimize their call center processes. They achieved significant results, above all a measurable increase in customer satisfaction.





+ Customer survey results urge for improvement

A survey among UMTS customers conducted in early 2005 showed that customer satisfaction was lower than expected. Customers were dissatisfied with the accuracy, consistency, and currency of answers provided by Hutchison 3G Austria's Customer Contact Center employing around 80 service agents who are processing some 4,000 requests per day. Hutchison reacted promptly: A thorough analysis revealed that the quality of knowledge provided to the Contact Center agents was the root cause, while the existing Knowledge Management tool did not support the agents in finding the available solution documents. An analysis of the requirements of all stake holders lead to a clear-cut strength-weakness profile of a future solution. This SWAT was used to benchmark the contending solutions. The winner by a significant margin was USU's KnowledgeCenter.

+ Implementing USU KnowledgeCenter

At the beginning, measurable criteria of success were defined, again involving all stake holders and beneficiaries of the new Knowledge Management tool. One of the criteria was that each possible question of a customer should result in no more than one document found by KnowledgeMiner. Hence, a set of categories was developed which allowed to reduce the possible amount of documents for each question. Then, lengthy documents were broken down in many small documents, where each of them included exactly

one answer to one question. Now each combination of categories was filled with the appropriate documents. In the end, some 8,000 documents contained all the knowledge which the Customer Care Center needed. Each of the documents had a life cycle with a resubmission date. The resubmission of documents, the approval process of new or updated documents, and the unified format of all documents including a color-coding according to document classes is supported by USU KnowledgeBase. The elaborate interaction of processes and technology insured that only accurate and up-to date information was available.

+ Business Results

The achievement level of the project was measured both on the basis of internal feedback from the agents, and based upon a customer survey carried out in 2006.

This confirmed significant improvements:

- More than 80% of customers attested that the agents provided a "very high level of solution skills"
- More than 70% of customers were "satisfied or very satisfied" with the solutions provided by the agents
- More than 80% described the provided solution as "an effective approach to achieving their objectives".
- Three out of four respondents gave an overall rating of the services provided by the Contact Center which was either "good or very good"

"With the self-learning USU KnowledgeCenter our 80 call center employees positively influence important and measurable parameters. This applies to the time needed for solution transfer to our customers as well as to quickly provide high-quality answers to arising questions at the first call". (Christoph Bernd, Project Manager Hutchison 3G Austria)