

INDUSTRY:
Telecommunications

Optimized Customer Service Portal with Multilingualism and Detailed Analysis Functionalities



Belgian telecommunication provider **Proximus** is the largest mobile operator in Belgium with over 4 million customers. The company uses **Voxeo's VoiceObjects technology** to optimize its customer service.

Highlights

- ✓ Multilingual self-service phone portal
- ✓ Low maintenance and administration features resulting in considerable time and cost savings
- ✓ Easy backend-integration
- ✓ Flexible and dynamic menus
- ✓ Extended reporting functionalities

Background

Belgian telecommunication provider Proximus, a subsidiary of Belgacom and the biggest mobile operator in Belgium with over 4 million customers, is using Voxeo's VoiceObjects solution to optimize its customer service. The deployment of VoiceObjects technology has enabled Proximus to reduce development and maintenance costs for its telephone portal and at the same time improve the caller experience for its customers.

Proximus processes 50,000 calls a day in its three call centers. To help deal with the ever-growing volume of calls, the mobile operator needed an automated, personalized self-service solution that would enable individualized customer support along with a low total cost of ownership. After previous experiences with a proprietary IVR system that required huge amounts of specialized knowledge to configure and operate, Proximus would only consider an automated dialog system based on open standards.

Another major requirement was multilingualism: as a minimum, the system had to support the official Belgian languages of German, French and Dutch, as well as English.

Why Voxeo VoiceObjects?

The Voxeo VoiceObjects team demonstrated to Proximus that with a well thought-out layer concept, voice user interfaces (VUIs) could be created in several languages with reasonable ease. In addition, the solution's low maintenance and administration features, which in daily deployment result in considerable time and cost-savings, scored points. Comprehensive references and in-depth knowledge of the telecommunications sector confirmed Proximus' decision.

Customer Profile: Proximus



Americas

Voxeo Corporation

189 S. Orange Ave. #2050
Orlando, FL 32801
USA
Phone: +1 407 418 1800
Fax: +1 407 264 8530

Europe, the Middle East, Africa

Voxeo Europe Limited

Berkeley Square House, 2nd floor
Berkeley Square
London W1J 6BD
Phone: +44 (0) 20 7887 6085
Fax: +44 (0) 20 7887 6001

Voxeo Germany GmbH

Friedrich-Ebert-Strasse
51429 Bergisch Gladbach
Germany
Phone: +49 2204 845 100
Fax: +49 2204 845 101

Asia

Voxeo Asia

ShangDi ZGC Software Park,
Beijing, China, 100094
Phone: +86-10-8282-5011
Fax: +86-10-8282-5011 x 808

sales@voxeo.com
www.voxeo.com

Voxeo unlocks communications. We loathe the locks that make voice, SMS, instant messaging, Twitter, web chat, and mobile web unified communication and self-service applications difficult to create, manage, analyze, optimize and afford. Every day we work to unlock the neglected value of these communications solutions with open standards, disruptive innovation and a passion for problem solving-- fueled by a company-wide obsession with customer success. We do so for more than 100,000 developers, 45,000 companies, and half of the Fortune 100 from our headquarters in Orlando, Beijing, Cologne, and London. Visit us or join our conversations on the web at www.voxeo.com, blogs.voxeo.com, or twitter.com/voxeo.

Voxeo's partner NG-Solution, one of the leading CTI (computer telephony integration) consulting companies in Belgium, was responsible for implementing the solution.

Now, before callers are connected to a call center agent, the self-service phone portal carries out a pre-qualification. In this way, Proximus service center staff is no longer burdened with the task of dealing with standard questions and have more time to concentrate on advisory and sales-generating services.

Voxeo's VoiceObjects technology enables flexible, dynamic menus, which adapt to the requirements and experiences of the caller. Using the automated self-service phone portal, customers can check their account balance, get invoice information, report stolen or lost mobile phones and SIM cards or check tariffs. Proximus also has the option of carrying out surveys via the service hotline. Users are prompted to choose between four languages at the start of a call. The system saves each customer's preference. Automated call number identification enables language selection to be omitted for subsequent calls.

For analysis and evaluation of caller data, Proximus deploys VoiceObjects Analyzer, a component of the phone application server software suite. Linked to Proximus' business intelligence solution, the application supplies detailed information on caller behavior, system performance and recognition results. This means the mobile operator is able to further develop applications on an on-going basis and constantly improve the quality of calls. At Proximus, professional technical support is no longer necessary to deal with changes to different system applications. Administrators can change settings within a few minutes in real time.

"Since the VoiceObjects solution has been deployed at Proximus, our call center staff has worked much more productively. The services implemented disburden our agents enormously, as simple but time-consuming queries are transferred straight to the portal for processing. In addition, we were able to make radical cost reductions and reduce the time we had to spend on adapting the system. Thanks to Voxeo VoiceObjects, we are now in a position to increase customer retention and at the same time optimize service costs per customer."

Philip Vermoens
Manager Service Channel
Products Division,
Proximus