

INDUSTRY:
Telecommunications

Versatel Calls on Voxeo VoiceObjects for Customer Care Self-Service Phone Portal



Versatel, one of the largest telecommunications providers in Germany, uses **Voxeo's VoiceObjects technology** to automate and manage a wide range of customer service and support requests.

Highlights

- ✓ Investment protection through seamless integration into existing backend systems
- ✓ ROI in less than 12 months
- ✓ Real-time analysis to enhance the customer experience

Background

Versatel selected Voxeo VoiceObjects to power its new customer care self-service phone portal. Versatel, one of Germany's largest telecommunications providers, now uses Voxeo's VoiceObjects technology to automate and manage a broad range of customer service and support requests.

The automated self-service portal supports Versatel handling significant customer growth. Despite the increase in customers, Versatel's live agent support costs have remained flat as more customers access the self-service phone portal and self-service automation rates continue to improve.

Versatel serves more than 600,000 residential customers throughout Germany. The company outsources its customer support, which is managed by approximately 400 live agents in four call centers. One of Versatel's chief customer service goals was to leverage the VoiceObjects-driven self-service phone portal to identify and anticipate customer service and support requests, and improve the caller experience.

"With VoiceObjects we were able to handle our increase in customers over the last year through an automated, yet highly personalized self-service experience, while our live agent support costs remained flat."

Greg Kiss
CRM Director, Residential
Versatel

Why Voxeo VoiceObjects?

Tight Integration with CRM and Knowledge Management Systems

Through its tight integration with Versatel's customer relationship management and knowledge management systems, VoiceObjects provided the technology platform to anticipate service and support requests based on real-time and historic customer data.

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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.

Today, depending on profiles and usage patterns, customers are first guided through a customized, touch-tone dialog that prompts for delivery of the latest service information. For example, in the event of a network failure in their area, only affected callers hear the acknowledgement prompt of a network failure. These customers are also given the option of receiving an SMS message notifying them when the network is back up, further reducing call volumes.

VoiceObjects Infostore, the system's logging database, stores in real-time all of the information the customer has already provided through the self-service portal, and is tightly integrated with Versatel's knowledge management system. When a customer is transferred from the self-service portal to a live agent for additional support, all of the relevant information is transferred via VoiceObjects Infostore. With the customer query information automatically loaded, the live agent can then obtain one-click access to the knowledge management system to quickly solve a customer's issue. Agents spend less time and fewer steps navigating through the knowledge management system.

"We realized a return on investment with VoiceObjects in less than a year. VoiceObjects Infostore and VoiceObjects Analyzer provided the insight to help us better understand our customers' service experience and ultimately improve the caller experience."

André Schmitz
Project Manager
Versatel

Analyzing Caller Behaviors Improve Customer Experience

By capturing customers' self-service phone portal activity in VoiceObjects Infostore and using VoiceObjects Analyzer to reveal user behavior, Versatel receives rich data to analyze customer call patterns and measure the effectiveness of their self-service applications. By monitoring and measuring caller behavior, Versatel can easily identify problematic dialogs that cause caller drop-outs or confusion, and continuously improve the customer interaction within the self-service portal.