

123tv

## CASE STUDY



**AUCTION PLATFORM WITH VOICEBOT —  
CUSTOMER EXPERIENCE IN  
HOME SHOPPING BOOSTED SUSTAINABLY**



EBERHARD KUOM,  
HEAD OF FINANCE  
AND OPERATIONS  
AT 1-2-3.TV

*"We want to make our checkout processes as convenient as possible for our customers and sustainably enhance their customer experience. Particularly with our highly dynamic auctions, many customers demand fast processing in order to receive products at the desired price. With CreaLog, we have a strong partner who has accompanied us with its know-how since our founding."*

## WITH A STRONG PARTNER INTO NEW DIMENSIONS

CreaLog as a partner has now made a significant contribution to opening up new dimensions in customer communication for Germany's largest TV auction broadcaster: Conversational IVR implemented by CreaLog has been ensuring smooth dialogs at 1-2-3.tv since July 2021. Thanks to the innovative CreaLog solution, the roughly six million calls received annually via the station's ordering portal can be handled extremely rapidly and efficiently: To bid or order, callers can now avoid the hassle of typing in digits.

When logging into the portal by phone, callers use natural language and can then continue to navigate easily. Thanks to speech recognition, the spoken digits, numbers and dates of birth are recognized just as well as color variants, sizes and desired quantities of products.

## CREALOG WITH STATE-OF-THE-ART TECHNOLOGIES IN OPERATION AT 1-2-3.TV

Since 2004, the channel has been operating its interactive home shopping with an unusual concept: Currently, more than two million registered customers determine the price of the products by bidding live around the clock.

Every day, the station offers its viewers various products in different quantities, each of which is then auctioned within a clearly defined period of time. Unlike traditional auctions, the price at the auctions drops until each item has found its buyer. At the end of the auction, bidders pay only the last displayed, lowest price.

## HOMESHOPPING 24/7: MORE THAN TWO MILLION REGISTERED CUSTOMERS

Following the unusual principle of "bid more - pay less," each registered viewer decides by phone call, Internet or app what price he or she is willing to pay for the product on offer. During the highly dynamic auctions, where often a split second decides whether the bidder gets the desired article or not, a simple "bid now" will suffice from now on to place a purchase bid.

If the caller hesitates with her bid and the auction ends before she has placed a bid, the VoiceBot will immediately inform her of the auction end.

## EVEN QUANTITIES AND VARIANTS ARE RECOGNIZED

Products that are in stock in different colors or sizes are frequently offered at 1-2-3.tv. Here, the caller can specify his or her desired variant in dialog with the VoiceBot and receive immediate feedback as to whether this exact variant is still available.

The same applies if customers want to order more than one copy of the item. They receive immediate information as to whether the desired quantity is still available.

### NUMEROUS WAYS TO REACH YOUR GOAL: HOW TO GET THE DESIRED PRODUCT AT 1-2-3.TV

- Live auction  
Follow the current price development live and jump in when a product appears particularly favorable.
- Instant purchase  
If you missed out on a live auction, you can use the instant buy option. Here you pay a fixed price and you are not restricted to the limited quantities of an auction or to certain broadcast times. In addition, products are exclusively offered on the Internet that are not part of the daily auction schedule.
- Online pre-bidding  
The most convenient way to participate in upcoming auctions without attending live. Simply indicate the amount you want to pay for your desired product. As soon as the price reaches or drops below this amount during the auction, you will be notified of your winning bid.

### COMPREHENSIVE AUCTION PLATFORM

A major contribution to the success of 1-2-3.tv has been made by the CreaLog auction platform, which serves as the central planning, control and database platform and optimizes the ordering process. The flexible system accepts bids in multichannel shopping via TV, web, voice & app and simultaneously controls the auction process.

Merchandise is assigned to individual sales promotions once a day, and the station's editors use the CreaLog control app to determine the optimal sales promotion and broadcast schedule.

Incoming orders are forwarded by the system to the logistics service provider for shipment immediately after the auction ends. Incoming goods that have been returned are accordingly entered in the database as available again.

The auction planning for products and number of products per period can be modified on the platform at very short notice in order to react to special events. The application takes into account current stock levels and provides the graphic engine responsible for displaying the information on the TV screen with up-to-date information directly at the start of the auction.

### RETURNS MANAGEMENT VIA VOICEBOT

Of course, the modern conversational IVR is by no means the end of the successful partnership. In the near future, the channel plans to support not only login and bidding with speech recognition, but also to have a VoiceBot handle other dialogs - for example, returns processing. This will enable customer service advisors to deal with complex requests, and the tasks of the entire support team will be distributed more efficiently.

MICHAEL KLOOS,  
CREALOG-FOUNDER  
AND MANAGING DIRECTOR



*"The entire CreaLog team is justifiably proud of the fact that we have been able to support 1-2-3.tv with state-of-the-art technologies since the start of broadcasting in 2004. This long-standing and trusting collaboration has also enabled us to accompany the further development of the order hotline - and thus of customer service in general - with our state-of-the-art Conversational IVR."*

## ABOUT 1-2-3.TV

At 1-2-3.tv, customers set the price: Europe's most exciting omnichannel auction platform promises a wide range of products and gripping entertainment in unique auction models. And not only on TV, but also online and via app: interaction, live shopping with limited quantities and falling prices promise heart pounding and adrenaline. Over two million registered bargain hunters love the thrill of 1-2-3.tv. Around the clock, 1-2-3.tv always has a deal available - in over 75,000 auctions every year. At the same time, 1-2-3.tv is constantly expanding its auction offerings on all channels, mobile and social media.

In 2020, 1-2-3.tv GmbH generated more than EUR 155 million in revenue, around one-third of which came from its digital offerings, growing by more than 23 percent year-on-year. More than 120 employees work together at the headquarters and in the live production studio in Grünwald. Jörg Simon is responsible for the management. The channel can be received in a total of more than 40 million TV households in Germany and Austria. It broadcasts its offer via digital cable in SD and HD, via the ASTRA satellites in SD and HD, and via MagentaTV. In addition, reception via DVB-T2 is provided nationwide in Germany. With 9.7 million visits to its website, in addition to the TV stream 1-2-3.tv offers an interactive live shopping stream, daily auctions, automatic web auctions with round-the-clock bargain guarantee.

[www.1-2-3.tv](http://www.1-2-3.tv)

## ABOUT CREALOG

Innovative, successful, customer-centric

CreaLog is a provider of customized solutions with references in 30 European countries. The advanced voicebot, chatbot and conversational IVR solutions based on the CreaLog platform are used by over 400 customers from more than 30 industries - with a total of around 60,000 installed lines. Numerous companies also use CreaLog solutions for call recording (Recording), call transcription (Speech-to-Text) and AI-based call analysis (Speech Analytics) to significantly increase customer and employee satisfaction and boost productivity.

References include corporate customers such as PAYBACK, energy providers, banks, interactive TV broadcasters such as 1-2-3.tv and Sky, as well as telcos and value-added service providers such as Vodafone, Swisscom and A1 from Austria.

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