



CASE STUDY

INNOVATIVE VOICEBOT INCREASES CUSTOMER SATISFACTION

Unitymedia and CreaLog: Success through Teamwork

SUCCESS THROUGH TRUE TEAMWORK

During the successful cooperation between Unitymedia, the cable network operator for 13 million people in Germany, and CreaLog, it is worthwhile to first look at the success factors. Because the following three factors were decisive in this convincing example of successful teamwork:

- **Success factor open communication**
All project managers of both companies from IT, business, sales and technology actually sat and still sit together at one table, maintain open communication and form a real team. For the success of the joint project!
- **Success factor clear project phases**
The overall project was divided into eight phases. Each step was followed by a review of the partial results and, if necessary, a readjustment. The next phase of the project could only begin once Unitymedia had released the results of the previous step.
- **Success factor fast reaction in case of deviations**
Disruptions in the project or unexpected partial results were immediately communicated and discussed, and decisions were immediately derived and implemented.

"The dynamic and flexible cooperation in the project was the key to the jointly developed success. The easily understandable offers and clean specifications also contributed significantly to meeting the high internal requirements for the new solution. CreaLog excelled with extremely precise preliminary work not only in this context".



PETER BAUMHÖFNER,
MANAGER UNIFIED COMMUNICATION
& NETWORK TECHNOLOGIES
AT UNITYMEDIA

EVOLUTION IN CUSTOMER SERVICE: FROM VOICE PORTAL TO VOICEBOT

Unitymedia has already been using a comprehensive CreaLog Voice Portal since 2012. Within a clearly defined menu structure, a multitude of customer requests were identified by speech recognition and finally processed in self service. As part of Unitymedia's initiative "Digital as a Service" (DaaS), the voice portal was to be used to handle a much larger number of requests in order to further increase use cases and customer satisfaction.

THE BOUNDARIES OF FIXED MENU STRUCTURES

When callers have to listen to and remember the various menu items in a voice portal, the short-term memory is put to the test. Too many levels and options can quickly lead to frustration and, in the worst case, to the termination of the call.

More than four menu items per level are generally regarded as no longer user-friendly, so they should be avoided at all costs. However, companies like Unitymedia offer a wide range of products and services for TV, Internet, telephone and mobile telephony with a variety of combination packages for business and private customers, right up to network connections for property developers and local authorities.

Accordingly, customers have many reasons to call. And this multitude of concerns can no longer be handled in a customer-friendly manner via a rigid, menu-driven voice portal.

FROM RIGID MENU STRUCTURES TO AN OPEN QUESTION

The solution sounds simple, but it is a real challenge. The starting point in telephone customer service is now the open question of the VoiceBot:

"How can I help you?"

With the caller's response, virtually any request that has been defined in advance as a valid topic can be identified and handled. The potential of the VoiceBot is really impressive because it can be expanded with new content quickly and easily.

Once the VoiceBot has correctly identified the caller's request or concern, many things can be resolved in a final dialog. Before callers with very complex or consultation-intensive topics are transferred to a service employee, they are additionally identified and authenticated in advance, which significantly reduces the average handling time (AHT).

NO SUCCESS WITHOUT METICULOUS PREPARATION

Best practice, i.e. implementing a proven recipe for success, was the clear motto before the new VoiceBot was allowed to start working for Unitymedia. So a sample of 2,000 customer conversations was transcribed and analyzed to determine in detail what exactly the customer said on the phone - and what he actually meant in the end.

And with good reason: CreaLog's experience has clearly shown that customers rarely stick to the terms preferred by the company, but mostly speak as they have grown their beaks.

The next step was to select which customer concerns the VoiceBot should recognize, that is, which topics are relevant at all. Using a matrix "concern vs. outcome", the assignment was then made as to whether the call would be processed in the self-service module of the VoiceBot or to which corresponding skill group (special skills of customer service employees) it would be routed in the contact center.

In the last step, if callers' comments were not clear, the demand behavior of the VoiceBot could be optimized. Finally, the new system was introduced step by step:

The VoiceBot was now allowed to handle another ten percent of calls every week! This meant that corrections could be made quickly when previously unknown issues arose.

Carsten Guth,

Senior Innovation Specialist:

"The integration of the open question as a new entrance portal into our telephone customer dialog enables us to identify the concerns in a targeted manner for optimal customer service. Together with CreaLog we have found a very simple, up-to-date and fast solution".

THE RESULTS ARE CONVINCING

Shortly after the start of live operation, significant improvements were already visible:

- In comparison to the strictly menu-driven system, the concerns of the customers are much better recognized. The allocation to the individual skill groups in the contact center is more precise.
- Surveys carried out show a demonstrable increase in customer satisfaction.
- The realization of additional Self-service modules to relieve service staff of routine tasks can now be implemented more easily and quickly.

Rudolf Schöning,

Manager Call Center Routing & Reporting:

"With this extremely good cooperation, there were no more boundaries between the two companies. In the best sense, we always discussed and acted on a level playing field."

LONG-TERM PARTNERSHIP AS A SUCCESS FACTOR

The team spirit described above was undoubtedly a decisive factor for the success of the cooperation between Unitymedia and CreaLog. This naturally includes a technology and realization partner that lives this philosophy and has extensive industry knowledge and many years of expertise.

Nico Höhne,

Head of Customer Innovation:

"Due to the close and trustful cooperation with CreaLog, the redesign of the telephone entrance gate in the Voice Portal could create a basis for the customer-friendly use of automation. With this project we have reached a new level in the telephone customer dialog".

UNITYMEDIA - A VODAFONE COMPANY

Unitymedia, headquartered in Cologne, is a cable network operator in Germany. The company, which has around 2,500 employees, reaches around 13 million households in the states of North Rhine-Westphalia, Hesse and Baden-Württemberg with its broadband cable services. In addition to offering cable TV services, Unitymedia is a leading provider of integrated triple-play services combining digital cable TV, broadband Internet and telephony. As of September 30, 2017, Unitymedia had 7.2 million customers who purchased 6.4 million TV subscriptions and 3.4 million Internet and 3.2 million telephony subscriptions (RGUs).

Further information can be found at www.unitymedia.de.

CREALOG - INNOVATIVE, SUCCESSFUL, CUSTOMER-CENTRIC

CreaLog is a leading provider of ICT Carrier Solutions and IMS-ready Service Delivery Platform solutions for communication service providers. These include Mobile Call Recording, Value Added Services (voice, text messaging and USSD, e.g. Televote), MRF, IN Number Translation, Service Migration, SIP Application Server as well as network based Contact Center / IVR and Professional Services. CreaLog can proudly refer to references in thirty countries in Europe, Africa and Asia, covering more than 400 customers and 60,000 installed lines. References such as Deutsche Telekom, Vodafone, A1 Telekom Austria, Swisscom, POST Telecom Luxembourg and Unitel rely on CreaLog solutions and services.

Further information can be found at: www.crealog.com

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