

“ While service interruptions are very rare, their impact can be very damaging to our brand, and to revenues. Our customers expect us to provide reliable, up-to-date information. DB helped us to deliver engineers’ comments direct to customers without needing to divert customer contact staff. ”

Ian Finlay, VP IT and Business Information Services



Background

This multinational communications business owns the largest Next Generation network covering the European Union. The network links to telecoms hubs in North America, the Middle East and Africa.

Supported by 55,000 kilometres of fibre, 21 metropolitan area networks, 8 data centres and 32 colocation centres with local operations in the 26 largest cities of Europe, and serves customers in the 15 major languages of the European Union.

Business Issue

Outages, service interruptions and deterioration in service across the network are detected by state-of-the-art proactive monitoring tools. Sophisticated internal systems map hardware and services to customers so that support staff can clearly see which customers will be affected.

Customers then need precise, reliable, up-to-date information on the problem, the potential impact on their communications, and an estimated resolution time.

Whenever a problem was raised, our client relied on its Customer Contact team to keep customers advised by phone of the latest situation and progress towards resolution.

The Challenge

Customer contact during service interruptions was a slow, manual task, causing delays in getting the latest information to customers and diverting customer services staff from other important tasks. In some cases (for example where only a secondary or backup service was impaired) this level of personal contact was costly and often inappropriate for the customer.

Solution

DB Consulting developed a solution to integrate the current Siebel customer relationship management (CRM) system and corporate mail gateway, to deliver targeted email alerts to customers during critical business periods.

Adopting an agile project approach, our developers worked alongside the in-house technical team and customer services staff to deliver an integrated technical solution in line with service-oriented architecture (SOA) best practice.

The solution, using BizTalk, incorporates web services and specific integration points with Siebel CRM, engineering and operational systems, the Hub (customer self-service portal) and a new customer contact database.

Results

Customers can now be kept up-to-date with progress on resolution of service interruptions without diverting customer contact staff from other important tasks. Implementing the solution delivered a greater than 30% reduction in outbound call volume by the customer services team, easing pressure on other activities for which customer service staff are essential.

DB Consulting

DB Consulting works with ambitious, forward-thinking companies aiming to achieve strategic business objectives through the deployment of modern Information Systems.

We design, build and support software for companies operating in a wide range of industries, using technology products from Microsoft, Oracle, IBM and other leading software vendors.

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