



Summary

Customer: T-Mobile Austria



Headquarters: Vienna, Austria

Industry: Mobile Communications

Number of Employees: 1,400

Challenge: Setting up a complete multichannel contact center solution to be integrated into the existing application environment at various locations; data security; integration of third-party applications; cost savings at least 40 percent.

Solution(s) Deployed:

- Customer Interaction Center™ (CIC)
- Interaction Recorder®
- Interaction Dialer®
- Cloud solution

Benefits:

- Flexibility
- Process acceleration
- Lower costs
- Increased functionality
- Consolidated reporting

T-Mobile Austria Uses Cloud Contact Center Solutions from Interactive Intelligence

Interactive Intelligence demonstrates its expertise in the cloud segment with a customer service cloud solution for T-Mobile Austria.

About T-Mobile Austria

With 4.1 million customers and 1,400 employees, T-Mobile Austria is the country's second-largest mobile communications provider. T-Mobile appeals to different target groups with its T-Mobile and tele.ring brands, ranging from private smartphone customers and one-man operations to publicly traded corporations. Each brand offers top-quality services and products on the 'best network.' (Futurezone 2013).

As part of the Deutsche Telekom Group – one of the largest global players on the telecommunications market – T-Mobile benefits from the corporation's financial stability and capacity for innovation.

www.t-mobile.at

The Challenge

With this solution, T-Mobile Austria will meet the needs of all of its customers with high standards in terms of a mobile communications provider's hotlines and service centers. The company itself benefits from reduced costs, increased flexibility, scalability, and the user-friendliness of the solution that can also be transferred to other subsidiaries of Deutsche Telekom AG.

T-Mobile Austria's aim is to continue meeting customers' needs in the future and therefore the company opted for a sophisticated cloud solution from Interactive Intelligence. With this solution, the company is able to combine all the services that customers use in a clear and logical way.

Based on the cloud solution from Interactive Intelligence, a complete multi-channel contact center solution was developed and integrated into the existing framework of applications at various locations. Additionally, external service providers were incorporated at further sites.

T-Mobile Austria's customer service department – which is responsible for consumer and corporate customers – is responding to customer inquiries via telephone, e-mail, text message, and chat, as well as handle CRM tasks via an integrated solution: the Customer Interaction Center™ (CIC 4.0).

The Solution

The project launched after the kick-off on 28 November 2012, and all channels finally went live on 22 July 2013 and 21 October 2013.

The selection process, from the initial contact between T-Mobile Austria and Interactive Intelligence to the signing of the contract, took eight months. During this time, the partners defined the primary goals of the project. CRM, workforce management and existing self-service components had already been established and were to be maintained in their original form. For this reason, it had to be possible to integrate the existing IT environment into the Cloud Contact Center. An additional requirement was a significant reduction in costs that would be achieved by implementing the solution. Moreover, other subsidiaries of Deutsche Telekom AG had to be able to use the solution. Other key criteria included high platform availability and security in the cloud.

Deutsche Telekom's stringent requirements for data security were all met.



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"The significant improvement in quality that the new system delivers has met with a high level of acceptance among customers, supervisors, and administrators. From our point of view, it's a great foundation on which to build excellent customer service."

Implementation of these security requirements was ultimately made possible by keeping all data within the European Union. The content itself is managed on-site by the customer – in this case, in Vienna. “We chose the Customer Interaction Center™ (CIC) because it provided us with a solution based in the European cloud that offered a high degree of flexibility. Interactive Intelligence’s extensive experience – with over 6,000 call centers implemented worldwide – was also an important factor,” says Thomas Sindl, Consumer Service Vice President at T-Mobile Austria.

The Benefits

Six months after the launch of the project, the old platform was taken out of service with a ‘big bang,’ and three months later, the call center agents were able to use the additional new functions via the cloud.

The cloud solution from Interactive Intelligence fulfills a number of key criteria in day-to-day operations. On the one hand, it is offered at an affordable price, while functionality and the number of users can be scaled up or down and changed at any time. This also includes the ability to extend the solution to cover additional sites – even across national borders.

“For us, reducing costs was an absolute must; we couldn’t start the selection process without first knowing that criterion was in place. Just a few weeks after the project was completed, we could already tell that it was living up to what had been promised,” says Markus Lachowitz, Senior Solutions Project Manager at T-Mobile Austria. Thanks to the cloud, the solution only required minimal initial investments. The monthly operating costs will also remain stable – and, consequently, predictable – throughout the entire contractual period. In the case of T-Mobile Austria, costs were reduced by more than 30 percent.

And as operating costs drop, functionality increases: For example, CIC 4.0 allows for integrated, cross-channel end-to-end reporting. At the same time, new technologies can be made available quickly via the cloud. This increased flexibility manifests itself in a number of ways, including the fact that T-Mobile Austria’s customer service staff is able to implement the latest requirements that arise in day-to-day business in the new system themselves. An example of this flexibility is the call flows that have to be implemented when a new product, such as a smartphone, is launched.

In this situation, the solution allows staff to implement, administer, and manage all business processes. The platform itself is operated and monitored by application professionals. “Efficiency and state-of-the-art solutions are important factors behind the success of all service channels and outsourced call center partners,” says Thomas Sindl. “The significant improvement in quality that the new system delivers has met with a high level of acceptance among customers, supervisors, and administrators. From our point of view, it’s a great foundation on which to build excellent customer service.” This high level of acceptance is partly due to the excellent audio quality and ease of use that have been positively received by T-Mobile Austria’s customers. Within the company itself, staff were pleased with the easy adoption and the uniform interface of the various functions.

“All project participants, experts from various departments, the T-Mobile project team, and the Interactive Intelligence team cooperated closely from the very beginning. Together, we outlined detailed requirements and as a result, we were able to implement them right on schedule,” says Markus Lachowitz. “This allowed us to successfully integrate and put all the systems into service. User training sessions for the new system were also completed on time. Interactive Intelligence’s professional approach to project planning and implementation certainly won us over.”



About Interactive Intelligence

Interactive Intelligence Group Inc. (Nasdaq: ININ) provides software and cloud services for customer engagement, unified communications and collaboration to help businesses worldwide improve service, increase productivity and reduce costs. Backed by a 21-year history of industry firsts, 100-plus patent applications and more than 6,000 global customer deployments, Interactive offers customers fast return on investment, along with robust reliability and security. The company gives even the largest organizations an alternative to unproven solutions from start-ups and inflexible solutions from legacy vendors. Interactive has been among Software Magazine’s Top 500 Global Software and Services Suppliers for 14 consecutive years, has received Frost & Sullivan’s Company of the Year Award for five consecutive years, and is one of Mashable’s 2014 Seven Best Tech Companies to Work For. The company is headquartered in Indianapolis, Indiana and has more than 2,000 employees worldwide.