Success Story: Telecommunications

Telekomunikacja Polska (TP)
Telekomunikacja Polska Calls on Genesys to Meet Customer Service Goals

Created in 1991, Telekomunikacja Polska (TP) is Poland’s biggest and most successful telecommunications provider, offering a full range of telecommunications services. With 33,000 employees and revenues of over 18 billion zloty, the TP Group serves about nine million fixed-line subscribers and — through PTK Centertel, operator of the Orange network — about 14 million mobile customers. The company is listed on the Warsaw Stock Exchange. TP Group is now 48.6% owned by France Telecom.

Focused on continued growth and providing great customer service in this hugely competitive industry sector — which is seeing an expansion in broadband-based products and value-added services, along with an ongoing trend towards convergence — TP’s goals are to become the leading integrated operator in Central and Eastern Europe and to fully develop the group’s potential to deliver long term value to all stakeholders.

Facing competitive pressures

Since privatisation in 1998, the company has been innovating the way it operates, using new technology to become ever more efficient, customer focused, and competitive. This approach was considered essential to drive growth, protect market share, and compete with agile new entrants into the liberalised Polish telecom market.

“Retaining customers has become a big issue for us, and therefore ensuring customer satisfaction has become a high priority,” says Pawel Marcinkowski, TP’s Chief Administrator of Contact Center Systems. Therefore, a strategic objective was to increase first call resolution rates and decrease the number of abandoned calls. “We’re concerned about customers leaving in favour of our competitors, so we want to increase our customer service levels. At the same time, we want to provide new contact centre features, such as self-service, to ensure a better customer experience.”

“Our strategy is to build market competitiveness through improved customer service quality — including competent and helpful agents who can ensure fast problem resolution,” concurs Krzysztof Malkowski, Director of the Operational Support Department. “More self-service is a must for customer convenience and, of course, cost competitiveness. Focusing on and improving our processes is a key management challenge.”

Optimising the contact centre environment

To address these challenges and achieve its objectives, the company has implemented an extensive Genesys platform for its Customer Service (Blue Line) and Directory Assistance contact centres. TP has been using Genesys solutions to support operations since 2000, and Genesys partner, NextiraOne, has worked with the company on deploying and maintaining the Directory Assistance environment.

“Prior to Genesys, we didn’t really have a contact centre environment, just an office for customers to call,” says Marcinkowski. “A major technical benefit provided by
Genesys is that it’s such an open platform that we can connect to totally different types of product suites, or different IVR systems or CRM platforms. What’s more, time spent at Genesys University proved to be very helpful as we’ve developed our strategy, in terms of the technical environment.”

The Blue Line integrated contact centre environment is the most direct and important contact channel for customer interactions. It serves 11 million customers — over 140,000 connections every day — and has 3,500 agent desks, 6,000 agents handling calls, and 1,000 management and reporting desks, and therefore must be optimised for the instant routing of calls, e-mails, and faxes. Services provided to customers range from the inevitable billing enquiries to technical queries; from telephony to Internet access customers; from businesses to home and home office.

The strategy in action

“Genesys is very important for our customer service strategy,” says Marcinkowski. “It’s the ‘glue’ that binds various elements together. We can prioritise our customers, attach interaction data, connect with our CRM system, and so on. Agents have all the information they need to best answer a customer’s question or deal with their problem.”

Call routing is, of course, an essential aspect. Marcinkowski adds that, in terms of routing, “Genesys is a very good solution. We have lots of choice for the routing, as it’s very adaptable and flexible, and supports specific skills-based groups, such as billing, Internet access, general retention sales, and Polish and English language skills.”

Genesys VoiceGenie was first deployed into TP’s Directory Assistance contact centre in 2006 to provide more self-service. “VoiceGenie allows us to design, develop, and test our own voice-enabled, interactive phone applications using VoiceXML (VXML),” says Marcinkowski. “It’s one of the best IVR platforms. It’s stable, flexible, and easy-to-use, and it allows for integration with other Genesys systems.” And customers calling into the Blue Line can now use self-service capabilities for routine queries, such as to check billing statements, for example. This means faster and easier issue resolution for customers, whilst freeing up agents to answer more complex enquiries.

TPSA can also now monitor contact centre operations, and it’s easy for TPSA’s business department to schedule and receive the reports it needs. “Our business department analyses reports from Genesys, particularly traffic analysis reports, which include data on calls distributed, number of answered calls, time to answer, number of abandoned calls, service levels, and so on,” notes Marcinkowski.

Meeting key customer service targets

From TP’s perspective, a big competitive advantage lies in its highly developed network infrastructure, which underpins service quality and availability. “It provides KPIs, forecasts, and analyses to better enable us to manage our call centres,” says Zbigniew Blazejczyk, Manager, Department of Contact Center Management, Individual Client Service (Blue Line).
Blazejczyk notes that, with Genesys’ help, the company has seen impressive improvements in time to answer and first-call resolution rates, and fewer abandoned calls. For example, a key target laid down by the Polish telecom regulator is that 80% of calls are to be answered within 20 seconds, and TP is now achieving this, whereas just four years ago only 15% of calls were answered within 20 seconds. What’s more, first-call resolution rates — the main KPI for Blazejczyk and his team — have improved massively, from 20–25% a few years ago to 70% today. And, in 2007, customer service agents answered 97.33% of calls, with less than 3% of calls abandoned.

“These numbers represent a big change,” says Blazejczyk. “It’s very important for the success of TP and our call centre operations.” The result is that TP is more consistently meeting their goals of increasing agent productivity, delivering high levels of customer care, retaining high value customers, and maintaining a strong financial standing.

Future plans with Genesys
Future plans include using Genesys to support increased use of blended inbound/outbound agents, depending on business requirements, and advanced communications applications, such as automated attendants, directory assistance, speech-enabled voicemail, and unified messaging.

TP is also looking toward Genesys to help support the company’s VCC (virtual contact centre) project. The company wants to virtualise its contact centre operations to enable further improvements to customer satisfaction through automated touch-tone applications, for example, and to enable even more effective traffic management, call routing, and agent utilisation.

In the meantime, TP is enjoying the opportunity to develop and roll out extended customer service offerings, which are increasing operational efficiencies, helping to reduce costs, and creating new revenue opportunities.

Solutions
- **Genesys Customer Interaction Management Platform** — automatically captures, processes, routes and reports on customer interactions and related activities.
- **Genesys Reporting (CCPulse, CCAnalyzer, Brio reports)** — to deliver KPIs ranging from average hold times to more sophisticated insights.
- **Genesys VoiceGenie** — a flexible, standards-based framework to quickly and easily deliver integrated speech and touch-tone applications to self-service transactions.

- **Genesys Inbound** — better management and faster resolution of incoming customer queries through intelligent call routing.
- **Genesys Outbound (OCS, OCM)** — drives increased productivity and customer satisfaction, enabling the call centre to create, modify, run, and report on outbound campaigns.
- **Genesys E-mail** — manages high volumes of inbound e-mail and Web-form queries.
- **Genesys Workforce Management** — creates accurate staffing plans by providing advanced forecasting, scheduling, and real-time adherence capabilities.

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