Better service could cost less at T-Mobile Poland

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which capture, prioritize and distribute ALL tasks arrived via ANY channel from ANY Systems based on ONE common business logic to the BEST available resource ON TIME
Agenda

- **Introduction** of the Business Environment (PTC and local market)
- **Key business drivers** (Customer Experience, Efficiency, Pain points, etc.)
- **Aims of the project** (What iWD should deliver)
- **Current status of the project** (where we are and what would be the next steps)
- **Customer experiences** about the implementation (what went well / lessons to learn)
- **Key messages** to remember
- **Q&A**
Key figures of T-Mobile Poland

- **PTC - Polska Telefonia Cyfrowa** had been founded in 1995 (two main brands: T-Mobile and Heyah)
- Currently serving more than **15 million customers** with, GSM, Internet (3G/DSL) Fixed line, services supported by 4 main contact center locations
- 100% ownership by DT with a customer service staff of ~**1500 contact center agents**
- Voted as one of the **Best Employer in Poland** at 2008, 2010, 2011 and 2012
Key Business Drivers

Current market environment challenges in Poland

• 3 major competitors on the market. Prices went down dramatically and all operators increased their service portfolio in the last years.

• General EU crises affects Poland as well (trend for employee efficiency everywhere)

• Number portability leads churn to the lowest priced provider

T-Mobile business challenges

• Increasing trend of non-voice contacts (especially in e-mails)

• Cost pressure on Customer Service - contacts has to be served with less resources

• Claims SLAs set by the regulator

• Management expectation is to have best in class customer service (as brand differentiator)

• Generating more up & cross sell transactions

Poland:
- 38,5 Mio citizens
- 130% SIM share
- 85% mobile customers share
Aims of the iWD project

Management goals
• Increase of Agent Productivity (blending, decreased non-productive time, automatic agent substitution, avoiding cherry picking, decreased task processing time, etc.)
• Increase of Customer Experience
• Increase of Sales thanks to better workload management
• SLA Transparency (internal, for the regulator)
• Automatic Load Balancing between the co-operating Units (task & voice)
• Fair Employee Treatment and motivation
• Real time and detailed agent and Task Reporting (in the same platform as voice)

Technical goals
• One Platform for Tasks & Voice
• Single Point of True (one source for all report data)
• Single Agent Desktop with multiply CRM pop-ups
Current status of the project

Already achieved milestones

• Technical implementation is done
• All business rules are set
• Test successfully done
• All planned departments are working with iWD in the productive environment
• First real-time and off-line reports are available for performance analysis

Milestones ahead

• **Fine tuning** of the distribution logic and reporting to reach the maximum efficiency
• Preparing new algorithm for agent **non-voice occupancy**
• Ensure that all customer service agent **working with tasks only in iWD**
Customer Experiences

What went well

• Supportive management focus helped the project
• The time-line and budget kept
• Project acceptance was outstanding from Business and IT side and was appreciated by the contact center team leaders as well
• Cooperation within the project team was excellent

Lessons to learn

• Entire and adequate testing is a must - A lot of system input data mismatch was eliminated during the test. *(Almost all caused by a Domain system source data mismatch and CTI frontend miscommunication)*
• Technical staff must understand the business process - to support the project most efficiently (e.g. task transfer handling status) and business testers should understand the technical status as well
Message in the bottle

Recommended (as customer)

• Be open for the change
  • Drive simplification (but do not push too fast, slow transition recommended)
  • Benefits from all opportunities (use the best practices)
  • Manage the resistance in a convincing way (manage the buy in)
• Do precise testing (even if it is take longer time and needs more efforts by all business users)

Try to avoid

• During the iWD implementation you **should not change the existing business processes** (after the implementation is more than welcomed, but not in the same time)
• No business units are more important than the other! To serve the customers adequately you need all pieces of the processes in place. **Do not refuse any reasonable requests of even the smallest units.**
Why iWD?

“Efficiency or Customer Orientation? is a question we never wanted to ask. We need both, and I’m convinced that we are on the way to implement a solution which will assure avoiding that dilemma.”

/Cezary Nowak – Customer Service Director/

- iWD is a solution which capable to connect different type of CRM systems to all customer service resources in an intelligent and efficient way.

- The business logic still remain in the business managers hand. In case of any change in the Business Rules there’s no need for IT involvement to start a complex and expensive IT project.

- The business can appreciate better customer experience, efficient resource allocation in the same time, which enables the company to react on all customer needs on time.
An advice for iWD Users (Managers)

[Diagram showing two scenarios: one marked 'NOT OK' and the other marked 'OK']
Questions & Answers

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Customer feedback surveys will be sent to you online later...