



CUSTOMER EXPERIENCE SYSTEMS INNOVATION

TELEKOM AUSTRIA

[Amdocs > Success](#)



“ Amdocs CRM helps us improve customer satisfaction, increase revenues & reduce costs. ”

Alois Miedl, Head Of Customer Care, Telekom Austria

Telekom Austria is the leading communications provider in Austria. In the wireline business segment, Telekom Austria relies on Amdocs Clarify CRM to manage end-to-end sales, ordering, contact center, service and support, and to maintain strong, lasting relationships with consumers and business customers through 17 million contacts each year.

Alois Miedl, Head Of Customer Care, speaks out about Amdocs work with Telekom Austria

Scalable, Flexible, Real-Time

As the market leader, we need state-of-the-art software and cutting-edge information systems. Fast implementation and scalability are imperative to meeting our changing business needs. Amdocs is the market leader in this business with proven CRM software. With Amdocs CRM we can handle 17 million customer contacts each year, an average of 47,000 each day. We now have about 3,200 agents who use it. One of the main reasons we chose Amdocs CRM is that its scalability and flexibility enable our call center, field service, sales and customer service staff to manage high volumes of customer queries and data in real time.

Amdocs CRM can meet any requirement covering the whole range of our products and services in the wireline segment (fixed-line telephony, data communications and Internet). It also integrates customer interactions across multiple communication channels. Amdocs CRM is based on one single workflow and process management system, which integrates all data from disparate sources and provides one view of the customer. It contributes to increasing the speed, efficiency and service level of information delivery processes.

Improved Efficiencies with a Single Customer View

Our goal is to enhance customer focus and streamline business processes. Amdocs helps us maintain a close relationship with the customer, facilitating one-to-one interactions. Amdocs also contributes to improving our performance and productivity in the call center. With Amdocs CRM, our agents now have quick and easy access to information from more than a dozen backend systems, all on one screen. As a result, we were able to reduce our call center costs by 33.7% in one year. By providing a single view of all customer records, we have greatly improved the first contact resolution ratio. The quality of customer interaction and consequently customer satisfaction have considerably improved. With Amdocs CRM we are able to resolve more than 85% of all customer queries on the first contact.

Proven Gains in Customer Satisfaction

Our monthly customer satisfaction survey shows how Amdocs is contributing to increasing customer satisfaction on an ongoing basis and strengthening customer relationships by combining operational CRM with customer records derived from data mining. This results in improved one-to-one interactions and customer-oriented service.

Complete Customer Lifecycle Management

Since the implementation of Amdocs CRM, our sales force has been able to access customer records in real time. The same information is made available to the sales, ordering and fulfillment units. We have streamlined workflow throughout all processes enhancing performance levels considerably. With Amdocs CRM we are able to meet very high customer service levels with process automation in the area of fault and complaint management.

In supporting end-to-end provisioning processes, Amdocs CRM helped us eliminate bottlenecks, streamline formerly illogical customer interactions, and standardize workflow. As a result, we were able to improve provisioning time up to 50%.

With the Process Manager, we will gain end-to-end control of the whole value chain across sales, ordering and fulfillment and increase operational efficiency, meet customer requirements, and achieve greater flexibility. The Amdocs CRM Process Manager provides the basis to guarantee that all customer interactions are managed effectively and consistently.

Increased Wallet Share and ARPU

Amdocs CRM helps us gain a detailed picture of customer needs and customer value. It supports us in developing cross-sell and up-sell potential, which is very important for Telekom Austria given the company's extensive range of products from voice telephony and data communications to multimedia and Internet. This results in increased customer wallet share and improved ARPU. On the basis of Amdocs CRM we can identify high-value customers and provide them with premium services.

At-a-Glance

TELEKOM AUSTRIA

Headquarters:	Vienna, Austria
Website:	www.telekom.at
Employees:	11,359 (wireline segment, year-end 2002)
Revenue:	3.9 billion (Group-wide)
Subscribers:	3.1 million (wireline segment, year-end 2002)
Market position:	55.3% of the Austrian wireline market (year-end 2002)

CHALLENGES

- Increase customer revenues and reduce operational costs
- Ensure high-quality service as customer volume increases and new products are introduced
- Support large numbers of customers and complex, diverse product lines, with the ability to grow
- Protect investment in legacy systems

SOLUTION

- Implement Amdocs CRM - a best-fit communications business CRM solution - as the core of the company's CRM strategy for contact center, sales and ordering, service and support
- Quickly deploy Amdocs CRM as a scalable, flexible CRM

provide them with premium services.

Close Working Relationship

Amdocs CRM understands our business and provides us with the right software solution to meet any requirements. Amdocs CRM is the core part of our CRM architecture.

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solution to meet future demands

RESULTS

- Reduced call center costs by 33%
- Increased first call resolution to over 85%
- Service provisioning is now 50% faster
- All departments now have a single, comprehensive view of the customer

TECHNICAL SPECIFICATIONS

- **Hardware:** HP O/S: HP-UX
- **Database:** Oracle
- **Amdocs CRM applications:** Amdocs Support, Amdocs CallCenter, Amdocs Script Manager, Amdocs Contracts, Amdocs Sales, Amdocs Help Desk, Amdocs Order Operations, Amdocs Field Operations, Process Manager
- **Users:** 3,200 call center agents, service employees, sales agents
- **Interaction volume:** 47,000 contacts per day; 17 million per year