

iWD implementation in Slovak Telekom

Zažime to spolu



SLOVAK TELEKOM INTEGRATION AND ASPIRATIONS TOWARDS LEAN & FLEXIBLE COMPANY



..T..Com... ..T..Mobile...

*iWD was implemented

CONTINUOUS TRANSFORMATION OF SLOVAK TELEKOM



Legal merge

1.7.2010



TOWARDS LEAN AND FLEXIBLE OPERATOR WITH SUSTAINABLE NO.1 POSITION ON SVK MARKET



Strategic direction of TMSK and key drivers for iWD implementation

+ employee satisfaction increase through fair and

REVENUE INCREASE



COST REDUCTION

Operational cost savings via increasing agents productivity

- wait time decrease
- paid working time utilization increase

CUSTOMER SATISFACTION

Strong support for Public promise

- reduction of time for processing of customer requests



Executive summary

“Intelligent **Workload** Distribution” solution covered by project Victory enables automatic prioritization and distribution of non-voice objects to the best available agents as well as dynamic operational management via real time monitoring and reporting

The key reasons for iWD implementation:

- INCREASE AGENTS' UTILIZATION
- ACHIEVE ONLINE MONITORING AND CONTROL OVER TASKS PROCESSING
- CALCULATE REAL HANDLING TIME FOR TASKS PROCESSING AS A BASE FOR AGENTS' VARIABLE PAY
- INCREASE CAPACITY LEVERAGE DURING PEAK PERIODS ACROSS ORGANIZATIONAL UNITS
- ENSURE AUTOMATIC PRIORITIZATION AND DISTRIBUTION OF WORKFLOW (VOICE, NON-VOICE)

Scope

Front office

- Call center Prepaid

* iWD implemented

- Call center Postpaid

* iWD implemented

- Data&Multimedia Call center

* iWD implemented

** iWD WAS NOT IMPLEMENTED BECAUSE BUSINESS CONTACT SUPPORT UNIT WAS INVOLVED IN PILOT OF PROJECT TO IMPLEMENT A NEW CRM SYSTEM

Back office

- Claims department

* iWD implemented

- Orders department

* iWD implemented

- Data&Multimedia BackOffice

* iWD implemented

- Business contact support

** iWD is not implemented

Financial call center

* iWD implemented

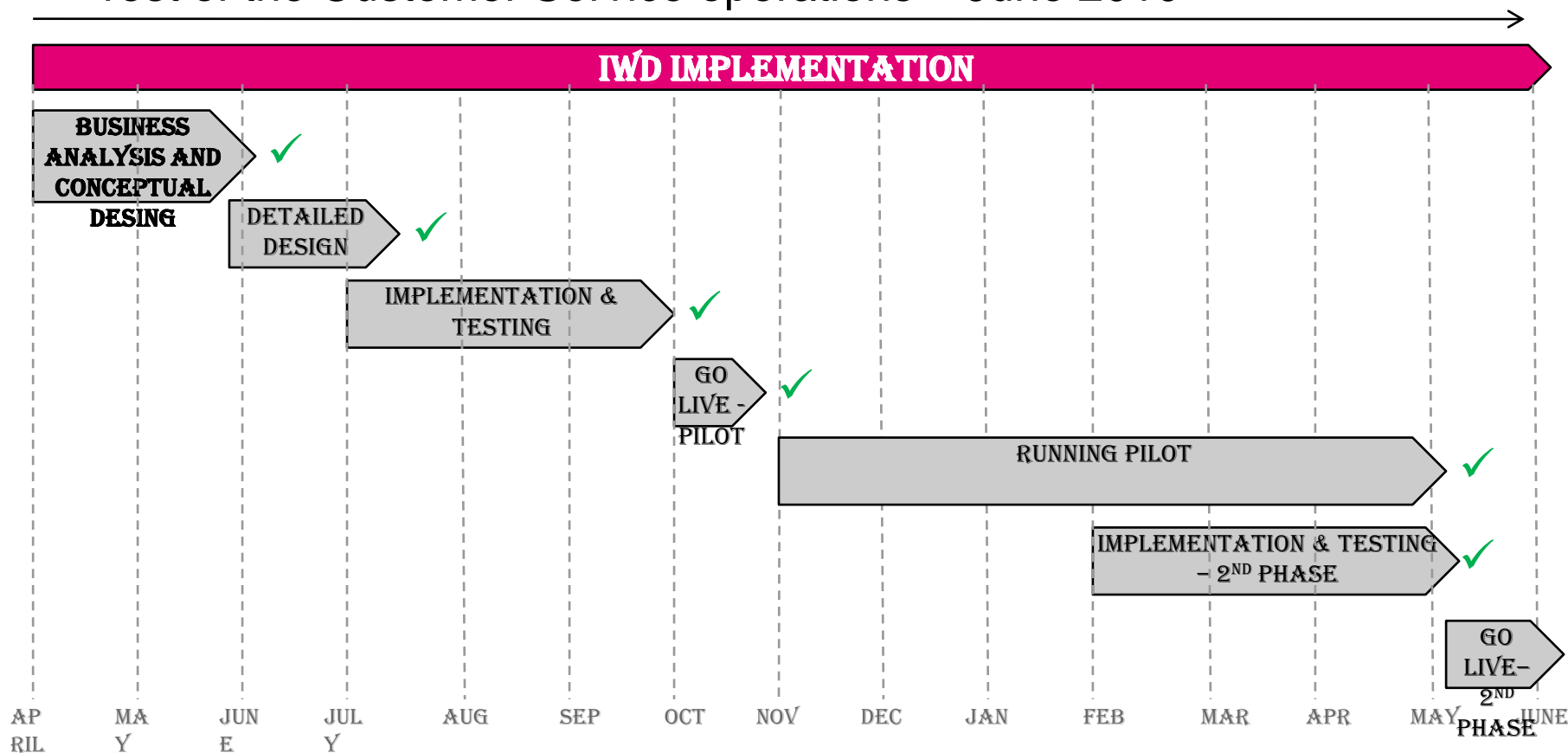


Project roadmap and its key milestones

Total duration of the project/pilot phase: **15 months**

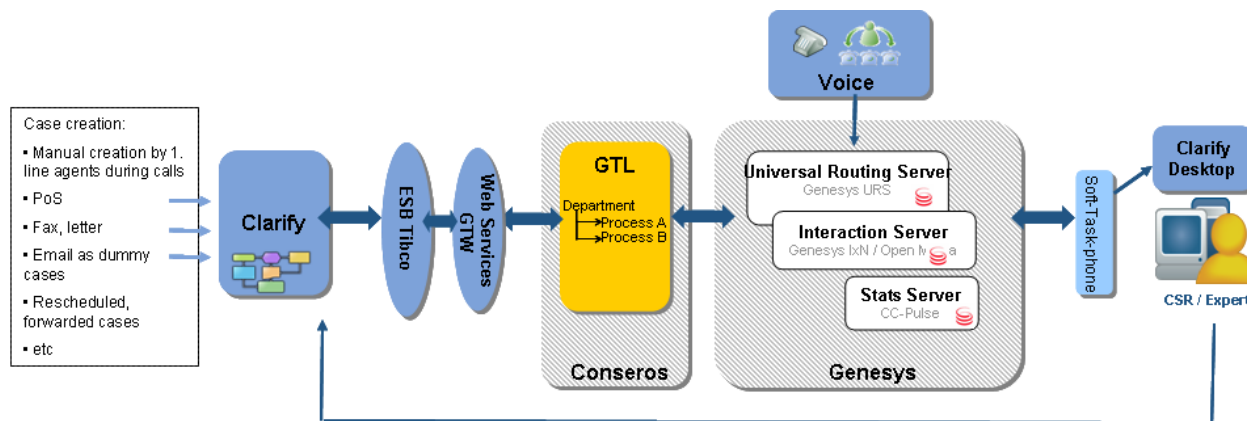
Solution has been deployed in 2 phases:

- pilot phase (3 units)- November 2009
- rest of the Customer Service operations – June 2010



CRM System and workflow objects – Integration points

Clarify is used as CRM system in TMSK and agents work with workflow objects – cases.



IMPACT ON EXISTING PLATFORMS/SYSTEMS, PROCESSES:

Tibco integration - mapping cases into **iVD (GTL)**

Clarify integration - upgrade Genesys login window in Clarify

Genesys to Clarify interface – wrapping of existing ActiveX component into .NET platform

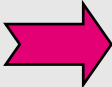
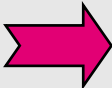
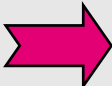
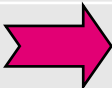
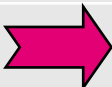
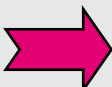
Genesys – new component for blending voice and non-voice

T interactions

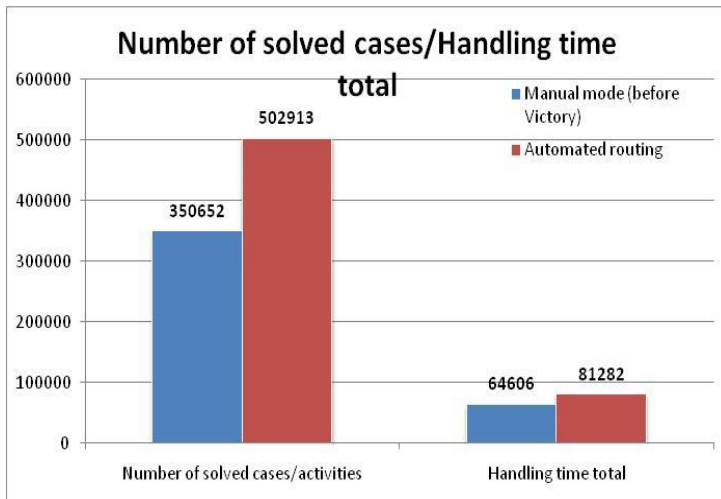
Major functionalities achieved from iWD implementation

- Blending** Mixed distribution of voice (inbound, outbound) and non voice – agents do not know whether the next task will be voice or non voice task
- Overlapping** Routing of inbound calls to previously routed non voice task
- Snoozing** Possibility to delay processing of an individual case for later time (date and time), however, not later than Customer Due Date (CDD) – used in case of 3rd application unavailability
- Scheduled tasks** Possibility to schedule task for date or date and time; specific tasks (sales cases, call backs) are routed on task owner
- Automatic back up** Defined groups of tasks that can be processed by back up agents with proper skill in defined time – if the task is close to CDD, group of solvers will expand to back up agents
- Net case processing** Time is measured from task acceptance till task dispatch or close

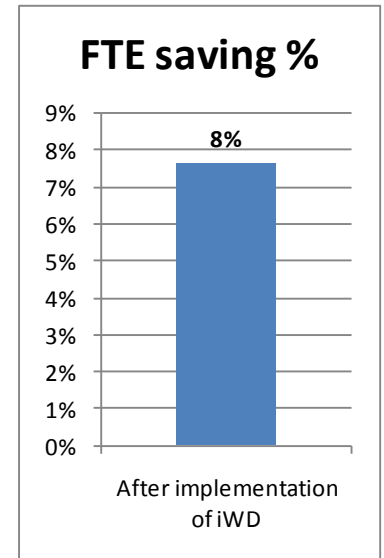
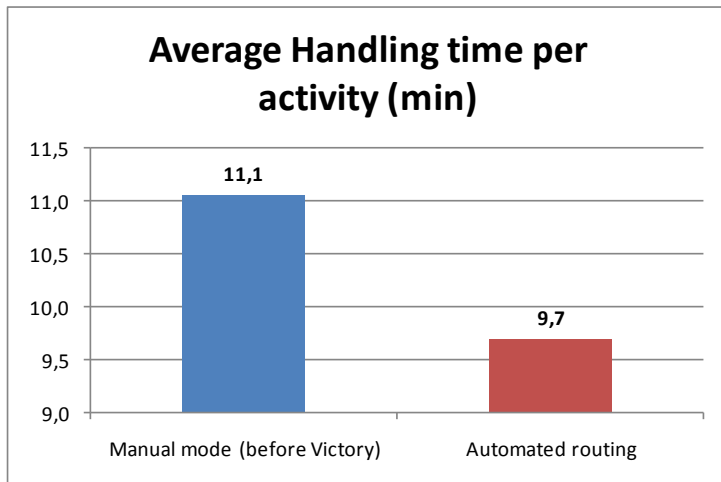
Reasons for and achievements from implementation of iWD

The main aspects leading to iWD implementation:		Expected benefits from iWD implementation:
Customer requests in form of non voice tasks processed by pull approach		Automatic routing of customer requests to agents - push approach
Missing voice and non voice tasks blending		Automatic blending of voice and non voice tasks
Monitoring and reporting issues – missing real time monitoring; missing monitoring/reporting on the detailed levels (on task level)		Dynamic operational management enabled by real time monitoring and reporting
Manual planning of back office agents		Available historical data for sophisticated operational planning and forecasting using WFM
Back up in peak periods between organizational units managed manually and with lower effectiveness (spare capacity has not been recognized and utilized promptly)	 	Automatic backup between different units during peak periods
Fulfillment of SLAs not ensured automatically, required manual controlling		Ensuring SLA fulfillment (strong support for Public Promise) by automatic voice and non voice objects prioritization and routing

Business results – Average handling time



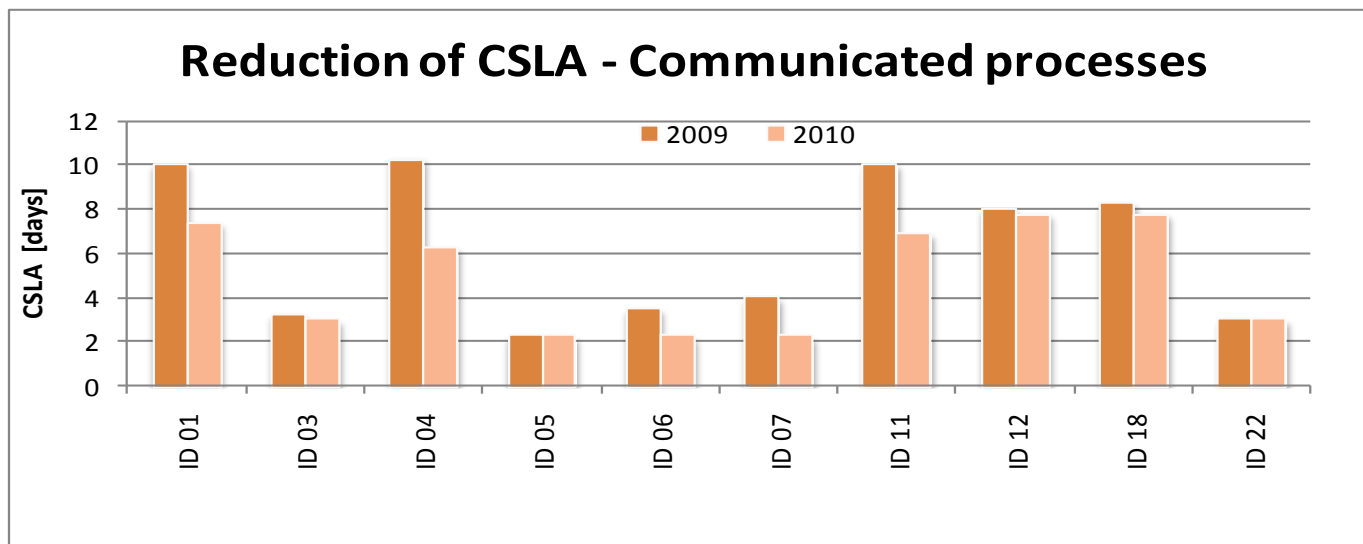
Automatic routing enabled to decrease the average handling time of processed tasks



Business results – Customer due date shortening

	2009	2010	Reduction
ID 01 Service Complaints	10,00	7,38	26%
ID 03 Nonfunctionalities	3,25	3,00	8%
ID 04 HW/Repair Complaints	10,25	6,25	39%
ID 05 Provide Information	2,25	2,25	0%
ID 06 Bill Copy	3,50	2,25	36%
ID 07 PE&P	4,00	2,25	44%
ID 11 Complaints on employee	10,00	6,88	31%
ID 12 Change customer data	8,00	7,75	3%
ID 18 Courier complaints	8,25	7,75	6%
ID 22 Urgent complaints	3,00	3,00	0%

Service levels for customer requests have been improved at average by 19% in 2010



Benefits achieved after iWD implementation

✓ AUTOMATIC BACK UP LEADS TO EFFECTIVE USAGE OF AGENT CAPACITY DURING PEAK PERIODS

✓ CENTRAL PLANNING OF WORKFORCE FOR ALL BACK OFFICE UNITS (ENABLED AND SIMPLIFIED BY IWD IMPLEMENTATION)

✓ MORE EFFECTIVE PLANNING AND MANAGEMENT OF OUTBOUND CALLS DURING OFF-PEAK PERIODS

✓ ONLINE MONITORING AND CONTROL OF TASK PROCESSING AND OVERALL SITUATION IN OPERATIONS

✓ SUPERVISORS' CAPACITY SAVING (PREVIOUSLY USED FOR TASK DISTRIBUTION, CUSTOMER DUE DATE REVISION, MANUAL PLANNING AND EXECUTION OF BACK UP, MONITORING OVER QUEUES), CURRENTLY USED FOR MORE SUFFICIENT DAILY OPERATIONS AND MANAGING

✓ **SHORTER** SERVICE LEVEL AGREEMENT **FOR** TASKS ("SHORTER" END-TO END TASK PROCESSING TIME, **IMPROVED 'PUBLIC PROMISE'**)

✓ AUTOMATIC TASK ROUTING CONSIDERS SERVICE LEVEL ON VOICE

✓ OBJECTIVE **DRIVEN** DISTRIBUTION OF TASKS TO AGENTS – NO CHERRY PICKING



Your Opinion Matters!

G-FORCE | 2011
PRAGUE

HOW ARE WE DOING?

Who are you: Customer? Prospect? Partner? ALU/Genesys; Name: _____

Please include your name if you would like to be entered in a random drawing for an Acer Tablet to take place at closing session in the Partner Pavilion on June 9th from 16:15-17:00 (must be present to win; names are not retained for purposes other than the giveaway drawing; Alcatel-Lucent/Genesys employees are not eligible)

Session Series #1 on Wednesday, June 8th from 15:00 to 15:40 – Check One:

BAP101: *intelligent Customer Front Door™ with Conversation Manager™ and Customer Effort*

CBN101: *Slovak Telekom increases agent effectiveness and speeds work items processing – thanks to iWD*

CBN102: *Genesys Canal+: A Story of Virtualization and Outsourcing Using SIP*

CBN303: *Transform Your Contact Center with Cross Channel Conversations*

	Low	High
How would you rate the <u>content</u> ?	1 2 3 4 5 6 7	7
How would you rate the <u>speakers(s)</u> ?	1 2 3 4 5 6 7	7
Would you <u>recommend</u> this session to your colleagues?	1 2 3 4 5 6 7	7

Comments:

Win an Acer Tablet!!!



- Rate all sessions on the same form which you pick up in the first session
- Turn in form after the final breakout – in final session room or Registration Desk
- Your submission with name enters you into a drawing for an Acer Tablet!