

RIOOL REINIGINGS SERVICE UNBLOCKS SERVICE ISSUES WITH ENTERPRISE COMMUNICATIONS SOLUTION, IMPROVING RESPONSE AND MEETING PEAK VOLUMES

ALCATEL-LUCENT INTEGRATES VOIP CONNECT AND MICROSOFT OUTLOOK TO CENTRALIZE CUSTOMER DATA, OPTIMIZE AGENT PERFORMANCE AND REDUCE COSTS



CASE STUDY

MARKET: **UTILITY SERVICES**

REGION: **NETHERLANDS**



Riool Reinigings Service (RRS) Nederland BV is the market leader in drainage, sewer, and septic services in the Netherlands, and the company has seen continuous growth during its 40 year history. To keep up with call volumes at peak demand times, to increase flexibility, to improve responsiveness, and to ensure the delivery of exceptional customer service, RRS turned to innovative enterprise communications solutions from Alcatel-Lucent.

CHALLENGES

- Sought to achieve a competitive differentiation based on a highly responsive and skilled organization
- Dealing with peak demand, without creating over-capacity at local branches
- Needed to be ready for unpredictable future technological developments
- Wanted to reduce long hold times for telephone calls

SOLUTION

- Alcatel-Lucent OmniPCX™ Enterprise Communications Server
- Alcatel-Lucent OmniTouch™ 8450 Fax Server
- Alcatel-Lucent OmniVista™ 4760 Network Management System
- Alcatel-Lucent OmniTouch™ 8622 My Cellular Extension
- Alcatel-Lucent OmniTouch™ 8400 My Instant Communications Suite (ICS)
- Alcatel-Lucent Genesys Compact Edition

BENEFITS

- Always accessible by phone on a central number, regardless of location
- Simple and flexible addition of new functionality, to drive call volume management at peak demand times, increase flexibility, improve responsiveness, and ensure the delivery of exceptional customer service
- Can handle more work with the same number of employees
- Reduced management costs
- Telephone redundancy implemented, so that branches can be reached during disruptions to the national network
- Can now collate all customer requests and data centrally, using a single integrated application

Alcatel-Lucent
Enterprise



“THE SOLUTION OFFERED BY ALCATEL-LUCENT WAS HEAD AND SHOULDERS ABOVE THE REST. IT WAS ABSOLUTELY CLEAR, FROM EVERY ASPECT, THAT IT WAS MORE PROFESSIONAL, WITH ITS FUTURE-PROOF CALL CENTER FUNCTIONALITY, KPN VOIP CONNECT AND MICROSOFT OUTLOOK INTEGRATION.”

Michel Schippers, Managing Director, Riool Reinigings Service

INNOVATOR AND MARKET LEADER RRS SEARCHED FOR A COST EFFECTIVE SOLUTION WHICH COULD DEAL WITH PEAK DEMAND ON ITS CONTACT CENTER

ALCATEL LUCENT SOLUTION DELIVERS EXTRA CAPACITY AND EMPOWERS FIELD WORKERS TO BOOST PRODUCTIVITY

THE CHALLENGES

RRS is a specialist in unblocking, cleaning, inspecting, and localizing all types of sewers, waste disposal systems, pipes, fat traps, and septic tanks. In 1991, RRS took the market lead by offering the first free of charge ‘national emergency number’ for blockages and other drainage-related emergencies. RRS has continuously invested substantially in people, equipment and technology, and this combined with the attitude that ‘nothing less will do’ and innovative thinking has kept the company’s service levels well ahead of its competitors.

Its services are focused on private homeowners, landlords and social housing programs. Because of this, nearly all of the calls it receives are from individuals, often quite distressed and in need of an urgent response. As a result, RRS wanted to do everything it could to handle calls quickly and efficiently and get a technician on site as fast as possible.

Managing Director Michel Schippers says: “We guarantee that we are as accessible as possible for our customers. We’re on call 24/7, with a national network of branches and employees who know what they’re doing and who can offer our customers personal service. Such a personal approach would be impossible using an outsourced call center. This is why we spoke to a number of technology vendors. We asked them to supply a bid for a future-proof enterprise communications solution with call center functionality.”

THE SOLUTION

Alcatel-Lucent and its partner KPN emerged from the selection process with the best tender, providing future-proof call handling functionality combined with KPN's Wide Area Network (WAN). RRS was particularly interested in the advantages of the seamless integration between the Alcatel-Lucent network and KPN's VoIP Connect service, which allows the call center to automatically deal with surges in the number of customer calls.

As Mr. Schippers explains: "The enterprise communications solution from Alcatel-Lucent minimizes wait times for customers by managing the distribution of incoming calls across the organization. For instance, customers who have been waiting for more than 20 seconds will be automatically forwarded to our central office in Duiven, where there are sufficient staff members to deal with peak demands."

These advantages are absolutely critical because, as Mr. Schippers explains, "Our customers really value our fast response. Since most of the blockages occur during heavy rainfall, our phone lines are often 'red hot' during bad weather. This meant that we had to retain a lot of over-capacity in our call center at all times in order to be able to deal with unexpected peak demand periods. This is no longer necessary, thanks to Alcatel-Lucent's solution."

A future-proof, flexible solution

According to Mr. Schippers, RRS also got a far better return on investment than it would have from the alternatives it considered. "The solution offered by Alcatel-Lucent was head and shoulders above the rest. It was absolutely clear, from every aspect, that it was more professional, with its future-proof call center functionality, KPN VoIP Connect and Microsoft Outlook integration."

So, for example, telephone operators can now set appointments with customers using the integrated Microsoft Outlook system and, once the schedule is ready, they can pass it on to the technicians' PDAs. The technicians, in turn, report back via their PDAs that the work has been completed. "With about 1,200 jobs every day, it's a great advantage to have the bulk of the work automated. It avoids a lot of potential human error," says Mr. Schippers.

Another important factor for choosing Alcatel-Lucent, and an example of how the new solution directly delivers better service to customers, is the way this telephony solution manages the technicians' mobile phones. For instance, technicians often need to reach customers directly to let them know they're on their way. However, they are not necessarily available if the customer calls back. By using the Alcatel-Lucent solution to connect all the technicians' mobile phones to the central communications systems, RRS can see if customers try to call back and take appropriate action to ensure the customer calls are dealt with and not lost.

Mr. Schippers is enthusiastic about the benefits his company has gained through the integration of the Alcatel-Lucent solution and its other systems. It has not only delivered better ways of managing calls to the most appropriate part of the business, but also delivered tangible cost savings. As he says, "The fact that the solution offers free inter-branch phone calls was a great benefit."

An integrated, user-friendly application

The new enterprise communications solution from Alcatel-Lucent is more user-friendly than the previous set-up, especially for staff using the call center features. "All of the phones in the company in all the branches are identical, so that anyone can work at any branch," Mr. Schippers confirms. "This gives our employees more variety and flexibility in their work. If things are quiet, they can work on other tasks, like administrative work such as book-keeping, preparing quotes, and scheduling for the 250 technicians who are out on the road every day."

CUSTOMER SUMMARY

RRS Nederlands BV

Market: Residential utility services

Number of staff: 425 (2010)

Number of users: 310

Number of branches: 31

URL: www.rrs.nl



BUSINESS PARTNER

KPN is the leading telecommunications and ICT service provider in The Netherlands, offering wireline and wireless telephony, internet and TV to consumers, end-to-end telecommunications and ICT services to business customers. KPN's subsidiary Getronics operates a global ICT services company with a market-leading position in the Benelux, offering end-to-end solutions in infrastructure and network-related IT.

“WE FELT THAT THE ACCESSIBILITY TO OUR CUSTOMERS WAS SUCH A DECISIVE FACTOR THAT WE DIDN’T EVEN WORRY ABOUT HOW LONG IT WOULD TAKE FOR THE SYSTEM TO PAY FOR ITSELF. THE SOLUTION IS EXTREMELY USEFUL. WE’VE GOT MORE FOR OUR MONEY THAN WE COULD HAVE GOTTEN FROM THE COMPETITION.”

Michel Schippers, Managing Director, Rool Reinigings Service

What’s more, thanks to the new Alcatel-Lucent solution, RRS can also collate all of its customer requests and data centrally, using a single integrated application. Mr. Schippers explains: “The Alcatel-Lucent solution replaces a large number of separate applications that we used to need. It also supports unified messaging, meaning that recorded telephone calls, e-mails, and requests by Web forms or fax all end up in one central mailbox. This is really efficient, as it saves us a lot of time in managing and archiving data needed to track work and billing.”

According to Mr. Schippers, his company has achieved all of the objectives set for the new system. “If I can sum up: it’s just brilliant. Now we have 100% telephone accessibility, partly because of the extra capacity that is built into the solution rather than needing extra people to cope with spikes in demand. There is also redundancy in the system so that if there are any outside disruptions, the branches can keep working independently. We felt that the accessibility to our customers was such a decisive factor that we didn’t even worry about how long it would take for the system to pay for itself. The solution is extremely useful. We’ve got more for our money than we could have gotten from the competition.”

NEXT STEPS

Looking to the future, Mr. Schippers is enthusiastic. “Alcatel-Lucent is continually updating the solution, giving us ever more possibilities.”

RRS now plans to become one of the first customers in the Netherlands to use Alcatel-Lucent’s new high definition video collaboration system to set up meetings with real-time video images of colleagues at multiple locations.

“The personal approach is at the heart of what we do, so if the management team is holding a meeting, we like to be able to see each other face-to-face. This solution will save us a lot of traveling time. It’s a nice example of the innovations that Alcatel-Lucent is adding to its existing solutions.”

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