

# Congstar Implements Learning Service

**In highly competitive markets, it is only the service to differentiate from competition. The telecommunications provider congstar has realised this with the support of Devoteam and by means of a CRM platform of RightNow Technologies.**

"You want it. You get it." The advertising slogan of the telecommunications provider congstar says it all. It is the only mobile services and DSL discounter who offers throughout Germany broadband internet access (DSL), combined telephone and Internet access connections as well as mobile network solutions from one source. It is important for the Telecom subsidiary headquartered in Cologne that discount prices are not an equivalent for low service. "Discount customers want favourable tariffs and conditions, but not at any cost. A fast and premium service is at least as important as the price of each single product", explains Hans Schumacher, Manager IT Service Management at congstar.

The core of the service is the customer care centre where any type of incident or customer request is processed, no matter whether they are submitted via phone, fax, web form or an informal e-mail. "It is crucial that we react quickly and that we provide in a first step a satisfactory solution to our customers. This is the only way we will be recommended, which finally is the

best promotion", says IT Manager Schumacher who participated in the concept and design of the service process at congstar.

New orders, questions on existing contracts, address changes or assistance with email-functions as well questions on connections and operation are the major part of enquiries that the service agents receive. The technical equipment of the customer care centre includes a system of the software provider RightNow with the components "Service" and "Analytics" that are hosted in the computer centre of the software manufacturer.

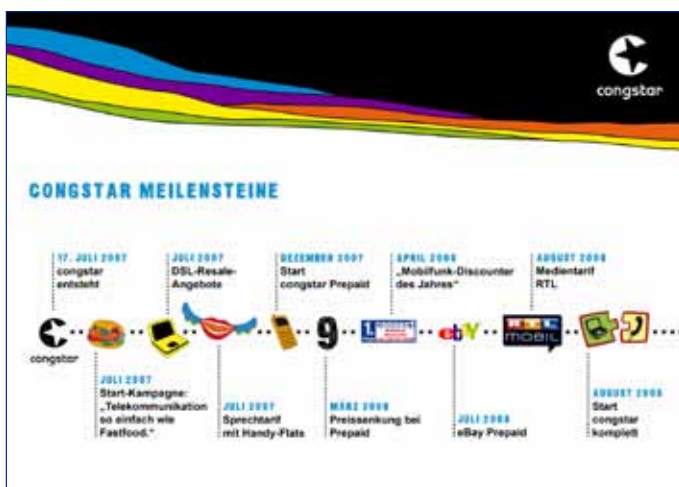
## Analysing Customer Activities and Behaviour

The service of RightNow comprises an integrated multi-channel customer service solution that is built on a knowledge base that contains knowledge on and for the customer. The knowledge on the customer is automatically growing through customer activities and contacts, while the knowledge for the customer is extended through the analysis of the customer behavior. "The knowledge base is a learning system and provides the knowledge acquired during the contact with customers directly to the agent to immediately get answers to the enquiry", explains Hans Schumacher.

Analytics, however, offers decision makers, managers, and customer service employees a real-time view of the key performance indicators with the aim of making fast, precise, and effective decisions. They are used to increase the customer satisfaction and efficiency, because they allow for an analysis of the customer behavior in self-service and service contacts as well as in daily business of the agents. Thus, it is possible to draw conclusions with regard to process and product enhancements. The module contains by default predefined dashboards that depend on the roles and about 600 predefined analyses.

## About congstar

In July 2007, congstar started as a subsidiary of Deutsche Telekom AG. It offers its customers throughout Germany low-priced broadband Internet access, Internet telephony, and mobile network services. As a young and ambitious company, congstar relies on flexibility, focusing on quality and transparent pricing without minimum terms. The about one million customers can count on a large network coverage and premium speech quality in mobile communications and on high-quality DSL connections.



Source: congstar

- 17 July 2007: congstar is founded
- July 2007: Initial campaign: "Telecommunications as simple as fastfood."
- July 2007: DSL resale offers
- July 2007: Flat rate for mobile calls
- December 2007: Start congstar prepaid
- March 2008: Price reduction for prepaid calls
- April 2008: Mobile network discounter of the year
- July 2008: ebay prepaid
- August 2008: Media tariff RTL
- August 2008: Launch of the tariff «congstar komplett»

# Flexible Customer Care Automation

"Devoteam IT consultants actively supported us with the design and implementation of the system and with the elaboration of the analysis", explains congstar IT expert Schumacher, in particular emphasizing the industry and process know-how of the Devoteam employees in the fields of telecommunications and customer service. This know-how together with the profound system knowledge and the flexibility in changing the requirements made Devoteam a perfect partner for the implementation.

The CRM platform was not entirely new to congstar, because the tool has been used for managing the presentation of the most frequent customer questions and answers (FAQs) already since 2007. "FAQs are a speciality of the software", explains Alfons Langstrof, Solution Design Manager at Devoteam. "They are virtually like a learning system, dynamically adapting and organising themselves, depending on the amount of questions." The aim of the new project was to deploy the RightNow solution as well in the field of Customer Care. The free customer communication – the FAQs as well as the potential processing through an agent, the tracking, reply and analysis of the service process – has been managed via the platform since October 2008.

## Appropriate Information to Customer Inquiries

"The aim of deploying the RightNow tool at congstar is to optimise the information content of the FAQs on the website", explains Hans Schumacher. Moreover,

## About Devoteam

Devoteam is an award winning EMEA leader in Connecting Business & Technology, specializing in information system infrastructures and telecommunications. Headquartered in France with 5,000 employees in 25 countries across EMEA, it achieved a 2010 turnover of €0.5 billion. Combining consulting and technology solutions enables Devoteam to provide its customers with independent advice and effective solutions that meet their strategic objectives. Our Consulting services range from idea and high level business advice through choice of technology solutions to organisational IT centric transformation implementations and change in large & complex IT projects. Our Solutions teams have the skills, experience and methodologies to deliver large and complex IT implementations across a range of technologies. Our Expertise of IT specialists are available for hire on-demand, accessible through a consulting service, providing our clients with highly specialised subject matter experts both locally and across EMEA.

the present communication via Outlook and Lotus Notes should be consolidated on one platform. Today, the service process is divided into several steps to be able to finally provide the appropriate answer. In case a customer is looking for help in the FAQ section of the website. The system tries to guide the customer to the most appropriate answers by means of suggestions. If that is not satisfying to the customer, the customer can contact a customer care agent, once the customer clicks the submit button. The RightNow tool is providing the agent with all information about the FAQs already provided to the customer by the system and the agent is able to provide additional information to the request of the customer.

## Key Terms provide Answer Suggestions

In addition, the application includes a so-called integrated "smart assistant" that responds to keywords contained in the question. Thus, the customer is guided to a question that explains the problem in such a way that the agent or the system is able to find an appropriate answer. The smart assistant is not only used for e-mails that are submitted via standardised web forms. "Informal e-mails can as well be retrieved for keywords and answer suggestions can be automatically generated", explains Devoteam Manager Langstrof.



Apart from the flexible FAQ database, Hans Schumacher appreciates the manifold analysis and evaluation possibilities. But not all default analyses met the requirements of congstar. "Devoteam developed the missing evaluations and the information gap analyses across several service locations, thus optimally covering our wishes and our needs." In view of the volume of RightNow Analytics, Schumacher recommends starting with a few selected reports and extending them gradually. "With the new system, we could increase our service quality and can better lead the agents", says Schumacher. As a consequence the processing times have been significantly decreased to delight of our customers.