

HANGING UP THE PHONES:

Finnish municipality service provider increased productivity and customer satisfaction with simplified service management



Tanja Peltovuoma, Director of Sales and Customer Relations at Taitoa

Taitoa is a major provider of financial services and products to municipal organizations in Finland. The company employs more than 500 people and operates in 14 locations.

Taitoa aims to provide municipalities with effective tools to manage their finances and promises fast, effective and reliable services to its customers. In a field like this, successful customer service is critical, but the company had problems with fragmented communications and insufficient tracking.

"We were receiving negative feedback about messages that were not being answered. We also didn't have the necessary data to prove whether or not that was the case", says Tanja Peltovuoma, Taitoa's Director of Sales and Customer Relations. "As a service provider we were not getting any insight into how our customers were being taken care of. Most of the information was stuck in email inboxes, which made quality control nearly impossible".

For a company that values listening to its customers, this wouldn't work.

EASY ORGANIZING

Efecte and Taitoa have been working together since 2014 – at a time when services are being digitalized in increasing numbers and self-service solutions are gaining popularity. Taitoa wanted better ticket management and values flexibility in service requests, meaning that tickets could be created at any time.

Taitoa has seen distinct improvements from using parts of the service management solution and self-service functionality of Efecte's Edge platform. In co-operation with Efecte and municipalities, Taitoa set up a development forum where all parties could come together to work on improving the product. These meetings have helped cultivate the system further to serve Taitoa's needs for a platform where information and tickets are centralized and easily organized.

"With Efecte Edge, customer service at Taitoa has improved and processes are now transparent and much faster."

FASTER FLOW OF WORK AND INFORMATION

Peltovuoma says the company initially had some anxiety about the change and – as often is the case – experienced some resistance, but the transition into Efecte Edge has eventually turned out to be a smooth one. "It was easier to embrace the change after hearing how easily others had made the switch and how much it helped. I'm proud about how we implemented Efecte's system intuitively without any specific IT expertise. A lot of service-management platforms don't look inviting but the advantages of this one are its 'ungeeky' appearance and how easy it is to use, even for the end-user".

As a result, customer service at Taitoa has improved and processes are now transparent and much faster. Peltovuoma adds that the company's employee experience has also improved as the amount of phone calls, previously a constant barrage of interruptions, has calmed down. "Employees can plan their days and work more independently. This has led to productivity increasing by more than 20 per cent."