

“Power” Service: Going Digital, Across Channels

With ITyX, a fast-growing discount energy provider boosts its award-winning customer service by email, letter and fax (input and output management) and dynamically manages service teams and service quality.

OUTSET.

Providing energy at discount prices, the organization is experiencing tremendous growth rates: revenue grew by 42 percent in the past three years, the number of customers doubled. Customer service and sales are outsourced to external service providers all across Germany to ensure a scalable service model. Along with growth rates, email and letter mail volumes have grown drastically. The company has no consistent solution for managing text-based operations.

THE CHALLENGE.

How to manage quality, volume of inquiries and resources with external service providers.

- Significantly increasing case volume – large data volumes
- Difficulties handling case load peaks in customer service
- Large amount of manual work
- Media discontinuity in switching between applications (lack of integration)
- No consistent solution for service units (resources) and channels (letter, fax, email)
- Inadequate way of managing processes and controlling quality (reporting and service level)

THE REQUIREMENTS.

- One solution for different channels and formats (in this case: documents, fax and email)
- High degree of automation – short processing and response times
- Highly scalable service model
- Flexible monitoring of service quality
- Dynamic management of service cases and service providers in different locations
- Quick and easy (technical) integration of new service teams
- Solution provider to take over IT and project-based tasks (esp. consulting)

THE CUSTOMER.

- *Utility company in the discount market (direct marketer)*
- *~ 100 employees*
- *1.000 decentralized jobs*
- *~ 1 million customers*
- *~ 450 million Euro (about \$606 million) estimated annual revenue*
- *Solution in Citrix environment (virtualized servers) on Microsoft SQL servers*

APPLIED ITyX SOLUTIONS.

- *AI PLATFORM – workflow and integration platform*
- *MAILROOM case processing*
- *VALIDATE review station*
- *Module agency management*



ITYX'S SOLUTION.

We employed MAILROOM by ITyX, including dynamic workflow and process management (agency model) and automated AI classification and data extraction. Once validated, business data is transferred to SAP IS-U and an Ixos archive for customer allocation and enrichment.

Conversely, master data is imported from SAP for process validation so that the contract account is instantly accessible during processing.

Furthermore, the ITyX solution handles output management (email, PDF) and creates draft letters from templates. Thanks to dynamic process management, prospects and customers get proactive notifications about the status of their case. We developed a custom backlog report for this client so that incoming inquiries, processing and backlog can be assessed on a daily, weekly or monthly basis. Management receives daily reports on processing quantity and quality.




THE RESULTS.

- Improved management of service providers/agents due to introduction of standard and custom reports
- Higher service quality thanks to shorter lead and processing times
- ~ 80 percent of customer interaction are rated “good” or “excellent”
- ~ 70 percent of incoming documents are identified and routed automatically
- 38 percent decrease in processing costs
- 30 percent increase in efficiency in customer service

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