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MANAGED SERVICES

EIR
CASE STUDY

Eir consolidates its contact centre for seamless self-service and right-first-time routing.

CLEARING THE SELF-SERVICE CLUTTER

Eir is the largest integrated telecommunications provider in Ireland. With around half the Irish fixed line telephony market, Eir also offers fibre broadband and mobile services through eMobile and Meteor and recently launched its eVision TV service with 100 channels.

"The evolution from being state-owned to quadruple-play market leader had left us with different call centre technologies," says John Lush, Head of Customer Experience & Self Service. "Plus, our legacy IVR system had become unwieldy with customers waiting ages, while menu changes were cumbersome and expensive."

To improve customer service, Eir sought to consolidate its call centres. Following this, the first step to improving the customer journey was a Genesys IVR driven by a SpeechStorm business application server, with contextual awareness to auto-adjust customer options. This was important in clearing the self-service clutter but it needed integrating with the CRM system — and inbound and outbound voice and email had to be brought together.

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OUTCOME - SCORES ON THE UPTURN ALL ROUND

Customer satisfaction has risen sharply, with the monthly NPS score increased from 5.5 to 5.9 after the new IVR system went live. With Genesys, Eircom is expecting to increase that rating to 7.0 in less than another 12 months. And while the IVR system was previously the single biggest source of customer complaints, today all that's changed, while the savings on calls dealt with by self-service are quoted as in excess of €1.2 million a year

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"We wanted to be sure all channels, for all brands, would work smoothly as one orchestrated whole," Lush adds.

FULL INTEGRATION ASSURES FIRST-CLASS CUSTOMER EXPERIENCE

To insure that customers would get through to the right agent to handle an inquiry right first time, Eir adopted the Genesys Customer Experience Platform. This had to associate the IVR call seamlessly with CRM data, use this to personalize the customer experience and relay that by a pop-up on the agent's screen.

"With Genesys technology we're confident of being able to handle new developments, even those yet to come, to the mutual benefit of our customers and our business."

John Lush, Head of Customer Experience & Self Service, Eir

Genesys has enabled a shared routing strategy that extends right across all contact centre channels. "The gain in speed and personalization we've experienced has made a real difference to our customers' perception of our responsiveness to their needs," says Lush.

Other benefits are apparent. For example, the company's marketing has been transformed to cope with multiple new service launches through an outbound calling platform. Genesys has also given Eir the flexibility to switch agents according to fluctuating business priorities.

Another benefit has accrued from the integration of the email channel. Supervisors used to sit there all day scrutinizing incoming emails and assigning them to agents. The estimated management staff saving from eliminating this manual task is around 20 percent.

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CHALLENGES

- Improve customer experience by integrating multiple contact centre platforms
- Optimize workforce utilization to improve marketing and save money
- Prepare contact centre for busy new-service launch periods

RESULTS

- IVR Customer Satisfaction improved by 7% within 12 months
- Self-service sees €1.2 million a year business cost saving
- Email integration slices 20% off inquiry handling cost

PRODUCTS

- Genesys Customer Experience Platform
- Genesys Proactive Communications
- Genesys Continuous Workforce Optimization
- Genesys Voice Applications powered by SpeechStorm

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