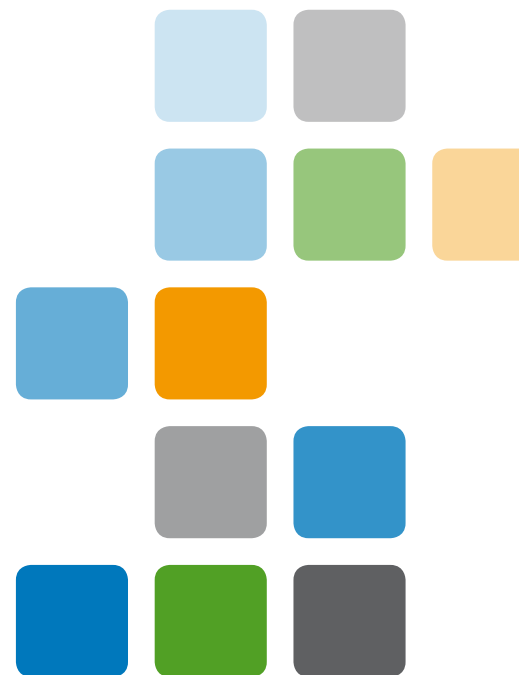




## DECISION TREES LEAD TO THE SOLUTION

A SELF-SERVICE SYSTEM IS  
TO EXPAND CALL CENTER  
SERVICES BEYOND REGULAR  
OFFICE HOURS.

FIND OUT HOW EATON'S MOELLER BUSINESS  
HAS SIGNIFICANTLY IMPROVED CUSTOMER  
SERVICE EFFICIENCY AND CUSTOMER  
SATISFACTION WITH THE HELP OF AN  
INTELLIGENT SELF-SERVICE PORTAL.  
DECISION TREES NOW LEAD MOELLER  
CUSTOMERS TO THE RESPECTIVE SOLUTION  
TO THEIR PROBLEM.



Eaton's Moeller Business uses the Empolis: Service Lifecycle Suite to provide their customers with a high-capacity self-service portal. This system leads customers to the solution to their respective problem with the help of decision trees, thus significantly expanding the customer service of Eaton's Moeller Business and contributing to a further increase in customer satisfaction.

## The Challenge

*A self-service system is to expand call center services beyond regular office hours*

Eaton's Moeller Business, based in Bonn, Germany, is one of the world's leading international providers of components and systems for power distribution and automation in industrial facilities and in infrastructure and residential building applications. They offer, for example, switchgear systems, switches, control relays, transformers, and power supply units. The diverse customer service portfolio of Eaton's Moeller Business includes repairs, installations, rebuildings, extensions, consulting, training, inspections, maintenance, hotline support, delivery of spare parts, and rental services. In light of this extensive range of services, it is obvious that customer service is one of the core areas of Eaton's Moeller Business and thus represents a factor that is critical to the company's success.

However, handling service requests and incidents is time-consuming and thus cost-intensive. Not only must there be a sufficient number of service crew personnel, but this personnel must also be trained on a regular basis in order to be able to provide customers with competent support at all times. Furthermore, the respective infrastructure, e.g. call centers, must be available. In order to support and expand its existing call center, the company decided to advance service automation and implement an intelligent self-service system, which safely leads the customer to the solution to the respective problem via a web portal that is part of the company's internet presence. Due to the customers' substantial need for support, such a system held the promise of becoming a vital expansion of the company's international customer service.

## The Solution

*e:SLS leads customers to what they need with the help of decision trees*

After an extensive evaluation of potential software solutions, Eaton's Moeller Business opted for the Empolis:Service Lifecycle Suite (e:SLS). A system customized to the needs of Eaton's Moeller Business, capable of analyzing the symptoms of incidents and determining their causes in a step-by-step process, was to be developed on the basis of this high-performance software.

The system designed by Empolis after intensive consultations with the respective company representatives, is based on decision trees that lead users to the solution of their problem via different selection options. Additional help and explanations were to be provided with graphic illustrations and excerpts from manuals. The decision trees were to be designed in such a way that the technical staff of Eaton's Moeller Business would be able to administrate and further develop them independently after they were set up. Detailed reports could provide relevant information concerning potential improvements in this respect. The international customers of Eaton's Moeller Business were to be taken into account by making the system multilingual.

Due to the customers' substantial need for support, such a system held the promise of becoming a vital expansion of the company's international customer service.



Source: Moeller

## The Implementation

### *A system that meets all requirements*

On the basis of the discussed project objectives, Empolis developed a customized system that completely met the requirements of Eaton's Moeller Business. First, the structure of the decision tree system was developed together with the respective experts, and then it was technically mapped in e:SLS. As agreed, the system has been designed in such a way that Eaton's Moeller Business can independently create the decision trees, test them and activate them online afterwards. The experts of Eaton's Moeller Business currently administrate about 50 decision trees involving a total of 350 to 400 solutions. All of these decision trees have been created in both German and English.

When users make a request, they are either directed to the solution to their problem with the help of several questions and selection options, or they are directly referred to the customer service team of Eaton's Moeller Business. Pictures of the respective facility and diagrams support users during their search. In addition, there are special input boxes for customers, where they can comment on the solution process or their situation. On the one hand, this enables them to provide the information that is most relevant from their perspective in a concise form.

On the other hand, it provides personnel with helpful feedback for further improving the decision trees, e.g. if there should be additional selection options or if the text needs to be more precise. Another helpful source of information for improving the decision trees is provided with reports, which document, for example, the percentage of use for every path within the decision trees.

## The Success

### *Improvement of the international customer service – around-the-clock availability*

From the perspective of Eaton's Moeller Business, the critical success criterion for this project is the improvement of customer service. Over 3,000 online diagnoses were performed between the months of January and March 2007. Within one year, the use of the self-service portal increased by more than 30 percent, thereby demonstrating that customers have accepted the system. Eaton's Moeller Business is so pleased with the success of the project that they are going to expand the system with additional products and thus generate an additional increase in productivity.

e:SLS has proven its high performance and diversity once more. It ensures that information processes in customer service are industrialized for Eaton's Moeller Business and other renowned Empolis clients, which improves the quality of customer service and at the same time increases customer satisfaction.

## About Eaton's Moeller Business

Eaton's Moeller Business is based in Bonn, Germany, and is one of the world's leading international manufacturers and providers of components and systems for power distribution and automation in industrial facilities and in infrastructure and residential building applications. Since April 2008, Moeller has been a business segment of the Eaton Corporation, a diversified global industrial corporation with 75,000 employees and an annual sales revenue of about 15.4B USD.

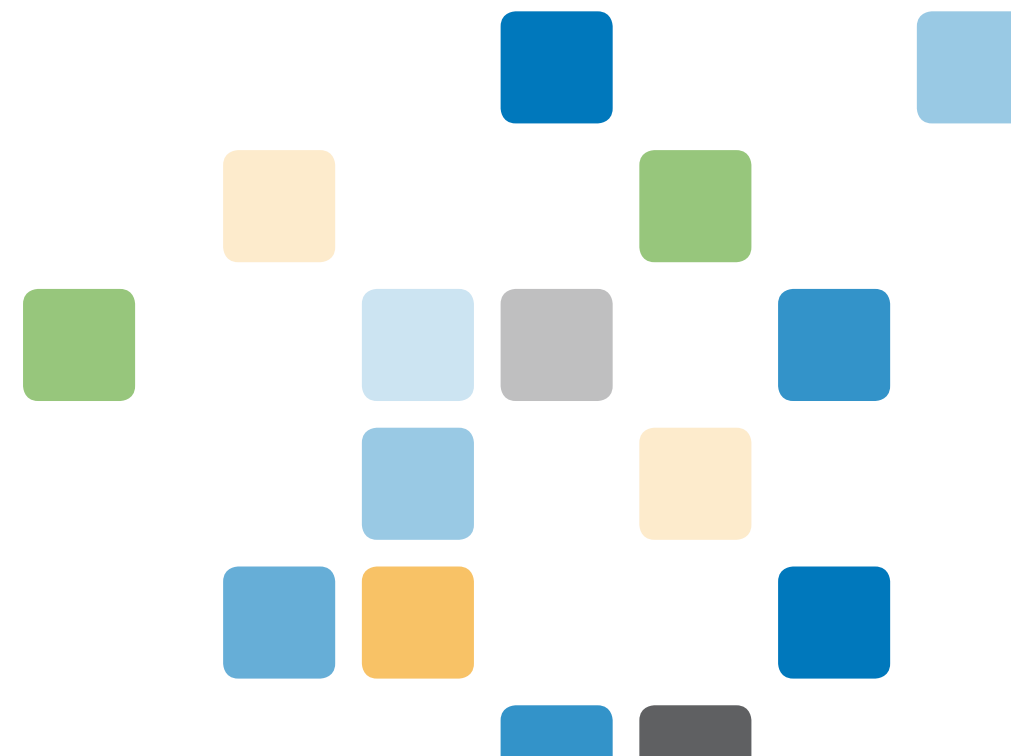
As an electrical engineering expert for IEC products, Eaton's Moeller Business is a strong international pillar in Eaton's electrical sector.



e:SLS has proven its high performance and diversity once more.



Source: Moeller



"THANKS TO THE EMPOLIS SOLUTION, WE HAVE BEEN ABLE TO HEAVILY EXPAND OUR CUSTOMER SERVICE. THE MULTILINGUAL SYSTEM ENSURES COMPETENT INTERNATIONAL SERVICE AROUND THE CLOCK. WE ARE MORE THAN PLEASED WITH THE OVERALL SUCCESS OF THIS PROJECT."

**Dr. Frank Völker**  
Field Service Manager



## About Eaton's Electrical Sector

Eaton's electrical sector is a global market leader in products and services for power distribution, safe electric power supply, and industrial automation. Eaton's brands, including Cutler-Hammer®, Moeller®, Powerware®, Holec®, MEM®, Santak®, and MGE Office Protection Systems™, provide customer-oriented PowerChain Management® solutions for power systems in data centers, the industry, public institutions, for power suppliers, in commercial buildings, and for OEMs all over the world.

## About Eaton Corporation

As a power management expert, the Eaton Corporation generated sales of 15.4B USD in 2008. The company is based in Cleveland, Ohio and is a global technology leader in the field of safe power supply, distribution, and control. Its range of products also includes powertrains and services for industrial and mobile hydraulics and fuel, hydraulic, and pneumatic systems for commercial and military aviation. This product range is rounded out with automotive and truck drivetrain and powertrain systems designed for safety and efficiency in terms of performance and fuel-economy. Eaton has 75,000 employees and sells products to customers in more than 150 countries.

For further information, please refer to: [www.eaton.com](http://www.eaton.com)

After an extensive evaluation of potential software solutions, Eaton's Moeller Business opted for the Empolis:Service Lifecycle Suite (e:SLS).

## Highlights

- Sophisticated decision tree system
- Useful diagrams and graphic illustrations
- Reports and feedback continuously improve the system
- Increased customer satisfaction

The screenshot displays the Moeller Support website. The header features the Moeller logo and navigation links for Home, Support, Products & Solutions, Industries, and Support. The main content area is titled 'Welcome to Moeller Support' and includes a 'Download Center' section with a search bar and filters for updates, software, and documentation. A sidebar on the left lists various support resources like 'FAQ Automation', 'Technical Support', and 'Moeller Online Selection Tools'. A 'Field Service News' section on the right highlights 'Thermography'.

The self-service portal helps the user to resolve his problem by guiding him through various options to choose from.



Empolis, an Attensity Group Company, provides an integrated suite of business applications that analyze, interpret and automate the exploding volume of unstructured data. Business leaders, knowledge management professionals, customer support personnel and customers receive current knowledge and get relevant and actionable answers – fast.

© 2009 Empolis GmbH

**Empolis GmbH**  
Eastlands II, London Road  
Basingstoke  
RG21 4AW  
United Kingdom  
Phone/Fax: +44 208 5880620  
info@empolis.com

**Headoffice:**

**Empolis GmbH**  
Europaallee 10  
67657 Kaiserslautern  
Germany  
Phone: +49 521 55785 0  
Fax: +49 521 55785 123  
info@empolis.com

**www.empolis.com**