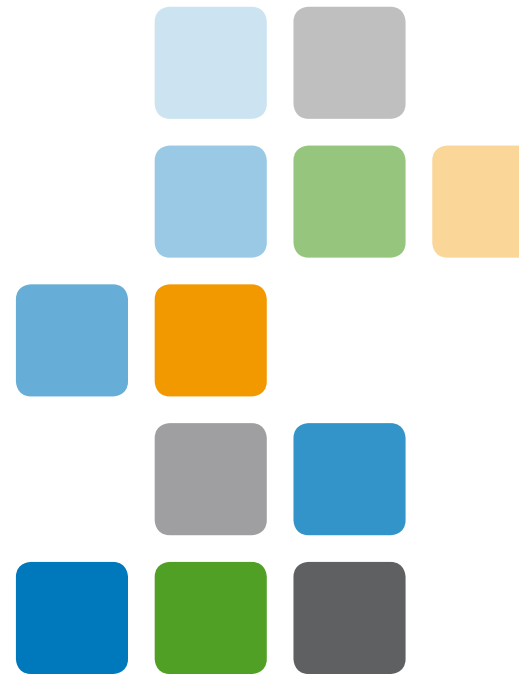




## HIGH-QUALITY SERVICE AT THE TOUCH OF A BUTTON

VERSATEL OPTIMIZES  
CUSTOMER SERVICE  
PROCESSING WITH  
ATTENSITY SERVICE

VERSATEL AG USES ATTENSITY SERVICE (FORMERLY KNOWN AS: EMPOLIS SERVICE LIFECYCLE SUITE) TO ENSURE CONTINUED EFFICIENT, HIGH-QUALITY CUSTOMER SERVICE, EVEN WITH RISING NUMBERS OF CUSTOMERS AND CUSTOMER-SERVICE CALLS. THANKS TO ATTENSITY SERVICE, CALL CENTER AGENTS HAVE CONSTANT ACCESS TO CURRENT, RELEVANT INFORMATION FOR SOLVING ANY PROBLEM THAT ARISES.



**EMPOLIS**  
an attensity group company

## The challenge

Versatel AG is one of the largest providers of language, Internet and data services to individual and business customers in the German market. An important factor in Versatel's successful market presence is high-quality, efficient customer service. In 2006 and 2007, the company was faced with an increase in the number of customer calls as a result of higher customer volume and a wider variety of rate options. It was clear that there was room for improvement in its call center processes. After conducting an extensive analysis of the status quo, Versatel chose a cutting-edge software solution aimed at bringing its customer service system to an entirely new level.

## The solution

In 2007, Versatel began to look for IT-supported products capable of ensuring that standards for a process-oriented approach to handling calls would be met. After thoroughly investigating the market and evaluating a variety of options, Versatel decided to introduce Attensity Service, supplied by Empolis GmbH, into its operations. Attensity Service provides relevant information to service companies through the use of dynamic decision trees, which helps to automate the process of conveying information within the customer service system.

It facilitates swift access to the right responses to customer inquiries and helps companies pass on those responses professionally and consistently.

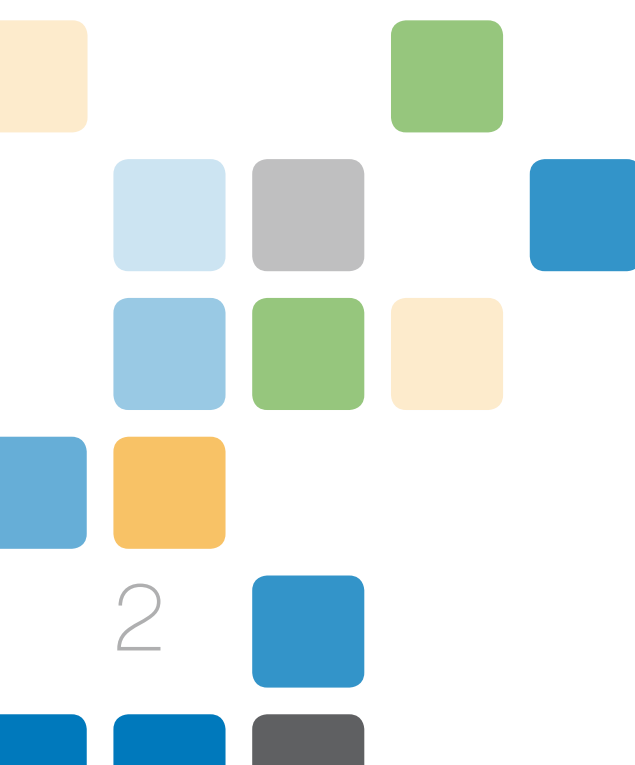
After considering product characteristics and the status quo, described above, Versatel formulated the following objectives:

- To increase the first-call fix rate by enhancing agent expertise
- To reduce the number of trouble tickets
- To lower the average amount of time required for processing each call by optimizing the relevant processes (better diagnoses and workflows, a higher level of integration)
- To eliminate trouble ticket errors more rapidly by using standardized, relevant information

Versatel anticipated that achieving these objectives would result in a lasting increase in customer satisfaction, facilitate the transfer of expertise, reduce the volume of calls and, over the long term, lower external costs.

## The Implementation

The project, called "visavis" (Versatel integrated services and Versatel intelligent search), was designed with a state-of-the-art, highly accessible three-layer structure consisting of seven application servers, four web servers and two database systems. At the same time, an individual user interface and a Versatel-specific knowledge model were developed. Particular importance was given to integrating the system smoothly into Versatel's existing IT infrastructure. Relevant information from the IVR/CTI (interactive voice response/computer telephony integration) system was transferred into the CRM system for later use by Attensity Service, and a procedure was put in place for issuing trouble tickets with the help of Attensity Service. In the area of process design, editorial organization was displayed and various processes were established: content management, feedback mechanisms, change management and ongoing improvements. The final step was to implement the decision trees along with related information.



## The Success

Versatel has benefited enormously from the new Empolis system since the project was completed. More than 1,000 decision trees have been created, with roughly 150,000 different paths leading to a solution. Numerous CRM training documents and technical documents can now be used to address the respective problem. Call center agents have constant access to current, relevant and high-quality information, which allows them to provide the best possible support for Versatel's customers.

A return on investment was achieved within seven months. The first-call fix rate and the number of trouble tickets resolved within 24 hours increased dramatically, while the average processing time and the number of trouble tickets declined significantly.

Given this successful record, it is no wonder that Versatel decided to expand its cooperation with Empolis in 2009. In addition to the call center system, it has now implemented a self-service system for its users, based on Attensity Service. By the end of July 2009, the "visavis online" project had completely replaced its predecessor. After logging on with their access information, users can take advantage of the system to carry out FAQ searches and follow decision trees.

In selecting the Empolis system, Versatel chose a cutting-edge, future-proof suite that is ideally integrated into the overall process and provides answers to incoming questions - both from within the organization and from outside, and no matter what channel is used for transmitting the inquiry. This makes it possible for Versatel to provide high-quality, as well as efficient customer service.

## About Versatel

Versatel AG is one of the largest providers of language, Internet and data services for individual and business customers in the German market. Its goal is to become the leading telecommunications provider in its regions. In terms of overall sales, Versatel is the third-largest German infrastructure-based telecommunications provider.

Versatel has its own network infrastructure and is represented in 12 of the 16 German states, as well as in 32 of Germany's 50 largest cities, and it is capable of providing services to customers throughout the country.

In fiscal year 2008, the company achieved a volume of sales of more than €760 million, and by the end of 2008 it had over 730,000 customers under contract. Versatel employs approximately 1,300 people at nine locations (as of January 2009).

*"Thanks to Attensity Service, we have achieved substantially higher quality and greater efficiency in our customer service through a higher level of automation of our service processes."*

*Dr. Greg Kiss, Chief Marketing Officer*

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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.

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