

Customer Case Study

“With our 2,000 agents, we run more than 50 totally different contact centre projects. The whole unified approach – universal queuing, reporting, web contact, all managed centrally – the only solution which offered that was Genesys.”

*Ralf Rottmann, IT Manager Europe,
twenty4help*

Contact Centre Profile

- A leading technical and IT support outsourcer with 10 years experience in providing comprehensive technical support and CRM services to major multinationals; including Microsoft, AOL, Compaq and BMW.
- 2,000 agents handle 850,000 contacts per month in 15 different languages across 5 European countries.
- 1st, 2nd and 3rd level technical support interactions are handled via telephone, fax, web collaboration, text chat and email – of which there are around 180,000 per month.
- Studies at twenty4help have shown that the routing of web contacts and telephone calls through the Genesys Universal Queue and use of Genesys reporting has resulted in productivity gains of approximately 30% with an ROI (return on investment) of around 14 months.





Genesys Suite 6 Solutions:

- Genesys Framework
- Genesys Enterprise Routing
- Genesys Internet Contact
- Genesys CC Pulse and CC Analyzer
- Genesys Voice Portal

Company Background

Over the last 10 years, twenty4help has become one of the leading technical and IT support outsourcing in Europe, providing comprehensive technical support, CRM services and professional consultation to a wide range of clients. Originating in Germany, twenty4help has opened contact centres in five European countries, with 2,000 experts handling approximately 850,000 phone and web-based interactions per month in 15 different languages. They provide outsourced multi-channel technical support for over 50 companies, including some of today's most recognised names such as Microsoft, AOL, Compaq, Lexmark, BMW, Brother, and Sun Microsystems. Offering a range of comprehensive support packages, twenty4help's agents are equipped to provide 1st, 2nd and 3rd level technical support via the phone (approximately 85%), fax or by web-based contact: email, text chat and web collaboration. twenty4help provides an enthusiastic, thorough and cost-effective "human interface" between the user and the technology, ensuring that maximum benefit is gained from the technology in the process.

Market Trends

Recent rapid advances in hardware and software applications within many worldwide vendors have led to the need for 24x7, multi-channel technical support and CRM services. For twenty4help, it is increasingly important to handle high volumes of customer interactions, and provide a cost-effective service, particularly in such a fragile and competitive marketplace. Telephone contact is still the primary means of customer interaction, but a growing number of customers are now choosing email or the web when it comes to finding a solution to their problems. Consequently, web self-help and assisted email volumes are increasing.

As their name implies, twenty4help's goal is to provide a comprehensive and effective technical support service 24 hours a day, 7 days a week. Their ability to handle and intelligently route such volumes of customer interactions every month relies heavily on the successful integration of their hardware and software solutions. Providing a quality service at a competitive price is of paramount importance to twenty4help. Their IT Manager Ralf Rottmann describes the cost pressures experienced by some of their biggest clients, "They have to reduce their costs because when it comes to hardware, the sales margins are decreasing. On the other hand, their end-users are demanding more

service. Because we are acting as outsourcing partners, we have to fight to decrease support costs but increase service availability and service quality. One way of doing this, is transferring things to web self-service centres. Another is moving existing end-users to different support channels, because giving technical support via the phone is the most expensive way. When it comes to availability and service levels, we have people in place who are ready and able to answer phones, but if we can transfer part of that support volume to let's say, email, that decreases support cost."

The Business Challenge

twenty4help had a vision of a fully integrated contact centre platform, enabling them to offer service excellence and reduce costs through the intelligent use of technology. As an outsourcer, they also needed a solution with open applications and infrastructure independence to fully support all the different systems their customers brought to them. As Rottmann explains, "If one of our customers says they want to connect with SAP, Clarify, Vantive, Remedy or whatever, we have to be able to do that and we are doing that with Genesys. Genesys is currently the only system which provides that kind of openness and that is an important aspect for us because as an outsourcer, we have to support all the different systems that our customers use."

It was also clear that the solution chosen would need to have dynamic and flexible reporting capabilities to equip twenty4help's clients with accurate, real-time event monitoring. This relied heavily on the Genesys Universal Queue capability. Rottmann further explains, "With the Genesys Universal Queue as the centre of every interaction within twenty4help, we can route and manage web contacts in conjunction with phone contacts, so we've got a much better routing and customer interaction platform. Everything (all media channels) runs through the Universal Queue with unified reporting. Our customers want real-time reporting - so their support manager can log into 'my twenty4help.com' and see what is going on with his specific outsourced agents. They pay us for certain projects and services and they want to see what's going on in our call centres, so we offer web-based, real-time and historical reporting to our 50 different customers. For us, this means approximately 200 different reporting styles, and we have to be able to manage that across all those touch points and create real-time reports for billing."

The Solution

At twenty4help reporting is critical in the live monitoring of service levels and the creation of billing. This enables them to manage agents and routing strategies more effectively, and change reports for customers on a day-to-day or even hour-by-hour basis. twenty4help customers also often want slightly different reports each time, through different media or formats. twenty4help's previous solution gave them only limited reporting, and a lot of effort was required to create custom reports – a system Rottmann describes as “Hell.” However, he says that has now changed, “It's pretty easy with Genesys, because all our customers such as Compaq and Microsoft, they want customised, personalised reports about our activity across all their different projects.”

Rottmann has found that there are other customers who want to explore the reporting possibilities further to really take full advantage of the flexibility available. With Genesys twenty4help is able to meet this request thanks to the full range of customisable reporting and management options. He describes a typical scenario thus, “AOL Europe, one of our biggest customers, wanted to change their reporting requirements twice a day. They called and said, ‘can you put that column down there, can you aggregate more data’, or whatever, and we had to be able to provide those kinds of services.” To overcome the problems inherent in trying to link different vendors, different solutions and different reporting engines, a unified approach provided by Genesys was the only option.

Despite these demands, twenty4help actually managed to lower costs and provide the customisation their clients needed at the same time. “We lowered our internal production costs by using Genesys. The ability to bill customers for reporting on a per incident basis (for example, per minute on-line) has proved an important source of revenue, saving money on administrative costs in the process. The reports were easy to adapt to the ever-changing demands of our customers and the openness of Genesys allows us to present them through different media and formats. We can present them as automatically created Excel files, as text files forwarded by email, or deliver them via the web. Everything is possible, but I'm not aware of any other system which allows you to do so.”

Rottmann added, “To handle multi-media, Genesys was the only solution which really

enabled Internet contacts. All the other solutions we considered involved dealing with five or six different software vendors with completely different solutions and different reporting engines. This would not work for us. With our 2,000 agents we run more than 50 totally different contact centre projects. The whole unified approach – universal queuing, reporting, web contact, all managed centrally – the only solution which offered that was Genesys.”

All this is supported by evidence of sound financial savings to back up their new efficiencies. Studies at twenty4help have shown that the routing of web contacts and telephone calls through the Universal Queue and use of Genesys reporting has resulted in productivity gains of approximately 30% with an ROI (return on investment) of around 14 months.

As part of their contact centre vision, twenty4help also managed a migration from a Solaris/Unix based environment to an Intel/NT powered platform at this time. They were pleased to discover that the installation of their new servers in conjunction with Genesys' software quickly proved to be the best solution possible. Rottmann says, “It has not been difficult at all, in fact the opposite is true. Due to better know-how in the Intel/Microsoft area, the migration was easy. And the Genesys system does not care whether it is Oracle or SQL or anything else, so the transition was easy and there were no issues.” It has even given them the confidence to handle other migrations, which is a benefit in itself according to Rottmann. twenty4help has also managed to stay within budget and after intensive testing, found that there was no performance loss and the TCO (Total Cost of Ownership) was approximately one third lower than before. In addition to this, it transpired that the Intel/Genesys platform was more reliable, more stable, and ran significantly faster than ever before.

The Future

Regular software upgrades are a normal part of any continued system support, and the changeover from Genesys Enterprise Routing version 5 to version 6 proved to be a smooth transition.

In addition to full professional services and technical support, Genesys offers a comprehensive range of education and training services, from university facilities to professional on-site staff. Having relied on a third party for the previous system



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installation, the upgrade to Genesys version 6 took place in conjunction with twenty4help's own Genesys University trained staff, with full support from Genesys Professional Services, and without the need for any additional external help. "They did a very good job," says Rottmann.

Rottmann is enthusiastic about training as well. twenty4help's own dedicated team of Genesys Certified Engineers visited the Genesys University training centre in Munich, Germany. "The employees we sent there gave amazing feedback, they were happy with the level of training, the trainers and the content, that is all really, really good."

As a result, Genesys Professional Services, working closely with twenty4help's own engineers, set up Genesys version 6 whilst running version 5 in tandem. The actual migration process took place at night in only one hour. "That turned out to be the best thing we could do, because Genesys Professional Services really has a lot of experiences from different projects, so they had a lot more experience than our own engineers could bring, and the migration worked out fine." Explains Rottmann, "In the future, we really want to manage all that system integration on our own, with our own internal team who are solely doing Genesys."

Furthermore, when twenty4help has needed follow-up advice from Genesys Technical Support after the transition from Professional Services, they have always been satisfied. Any problem according to Rottmann is picked up "within hours" of initial contact. "The Genesys Technical Support is brilliant, we love it."

Genesys has successfully demonstrated its power as a contact centre platform that is immediately functional and yet is also forward-looking in its approach, proving its long-term capabilities to serve the world's most forward thinking companies. As Ralf Rottmann puts it, "Genesys really is an important investment for twenty4help, and will be for the future. We really want to use every feature of the software." In fact, one of twenty4help's most recent purchases is Genesys Voice Portal, which delivers voice self-service applications based on the latest VoiceXML technology. As Rottmann states, "The reason we purchased Genesys Voice Portal is because we strongly believe in the power of voice-enabled self-service solutions with a true web-based back end."

twenty4help has a futureproof strategy that includes the capability of handling any increase in email and web-based interaction or custom requirement that their highly sophisticated customer-base may need. "Genesys solutions are the most critical software components within twenty4help besides the PBX itself. Every single revenue stream flows through them," concludes Rottmann. And are they pleased with the results? "Absolutely!"

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