

FileNet proves essential for customer experience



ANOTHER FILENET SUCCESS

Organisation

*Scandinavia's largest
telephone and internet
financial broker (netbroker).*

Headquarters

Stockholm

Industry

Financial Services

Application

*Company-wide solution for
improving customer care
through integrated access
to customer content
and automated business
processes*

Benefits

- > *Improved customer
experience through
integrated access to
all relevant customer
information*
- > *Quicker resolution of
customer issues and
enquiries increasing
customer satisfaction*
- > *More cost effective
customer service improving
bottom line*
- > *Increased employee
effectiveness leading to
reduced staff turnover*

FileNet Products

- > *FileNet Business Process
Manager*
- > *FileNet Content Manager*
- > *FileNet Email Manager*

The largest telephone and internet based financial services brokers in Scandinavia with over 4 million trades annually across the Nordic region and also in Germany and Luxemburg. All of the company's transactions, typically the buying and selling of stocks and shares, take place through a single portal application used by both employees and customers directly, in six different languages.

Established as an internet and telephone based company it never faced the hurdle of having to adapt from a more traditional business model and update its IT infrastructure. Because all customer service is web or telephone based and there is no face to face interaction with customers, however, the company has strived to ensure its customer care is not just competitive, but the best in the market. This would ensure high levels of customer satisfaction and also maximise cost effectiveness, by answering customer enquiries in the quickest possible timeframe.

In order to achieve market leading customer care, the company built its own specialist application during 2005. This gave the customer care teams sound basic information, but they still lacked a single view of all information relating to each customer transaction. For example, they could not see details of correspondence or contracts which were often critical to their discussions with customers.

To gather this extra information required the customer care teams would need to go and locate it, in paper files or document archives; they could not answer customer queries quickly and often had to call the customer back, sometimes several days later, once the information had been located or supplied by the relevant department.

The ambition with the new customer care/service application is to be able to maintain the top-position in customer satisfaction in a time of large growth in the customer stock. With an annual growth close to 30 percent it is critical for the company to provide its customer care staff with the best tools to do their job effectively and planning and improve operations.

Improvements will be measured in relation to:

- Increased customer interactions dealt with by first line support
- Decreased time taken to solve cases
- Decrease the number of unresolved cases
- Increased sales
- Decreased learning curve for new employees

The company decided to find a solution that could integrate, store and source required content and accelerate its customer facing business processes. It surveyed the market for partners who could provide, or build the system for them. Serious consideration was also given to building the system itself, but the company decided that the IT department didn't have the specialist focus or time to do this. The key factor in its final choice was finding a solution that provided integrated management of both content and business processes.

The FileNet ECM platform was proposed by Mora Tech, a provider of FileNet based ECM solutions in Scandinavia. The company immediately favoured FileNet due to its strong integrated Business Process Management capability. Once FileNet was shortlisted joint

workshops were carried out with the company's IT department and customer care department, in order to bring the various teams together to build a solution that was both intuitive and accurate for users and a strong technical fit for the company's infrastructure.

The solution, which will go into production in October 2006, works through a Nortel Computer Telephony Integration (CTI) system. When a customer calls or visits the company's website they are asked to enter their unique customer number and reason for their enquiry. From this the system automatically identifies the customer and his or her spoken language and directs to them to the correct person in the customer centre to deal with their needs. The CTI system also records the length of time taken to handle the customer enquiry so that performance and efficiency analysis can be carried out later on.

The customer information collected by the CTI system then triggers the FileNet ECM platform to source the information relevant to that particular customer, enquiry or transaction automatically. The FileNet system then pushes the information to the customer's front office portal so that it is accessible by the customer care representative.

As the customer care representative deals with the customer enquiry, which could range from solving a technical issue like not being able to connect to the website, to wanting to make changes to their share portfolio, FileNet's in-built BPM function enables them to initiate a range of 15 processes designed to quickly deal with the issue or perform the necessary transaction. These processes include:

- Incoming communication (telephone, mail, fax and web)
- Outgoing mail
- Outgoing web communication
- Mortgage processing
- Technical support
- Complaints and reclamation
- Credits
- Transport between accounts
- Pensions

Despite all efforts to deal with customers through electronic or verbal means, there is also inevitable paper based correspondence and documentation. The FileNet system is also linked to a Kofax document scanning and archiving system so that paper based information can also be accessed quickly online when required for a customer enquiry. FileNet is also integrated with Microsoft Exchange so that email alerts and reminders can be triggered as part of automated processes.

In the future the company also plans to improve its customer audit trail and support for frontline teams by keeping voice recording data in the FileNet system, so that it can be accessed at a later date as evidence or previous conversations or for quality assurance purposes.

When production is complete, the solution will be rolled out to 25 users initially in the customer care department. Over time other users will be added in other departments, for example IT, financial advice and finance, making 100 in total.

While the full benefits of the system are yet to be realised, the company is looking forward to faster, more accurate customer service and streamlined processes. The resulting first class customer experience will help to drive increased revenues and coverage in its region.

By providing more support for the customer care teams through the system, the company also anticipates reduced employee churn which will also serve to increase customer satisfaction.