

Case study T-Home: Web Self Service

Web Self Service is an effective instrument offering end customers a 24*7 service, also leveraging substantial cost saving potential. Web Self Service is commonly established as additional contact channel in customer problem handling. It was the objective of T-Home, a business unit of Deutsche Telekom AG, to expand its Web Self Service portal for improved customer problem handling.

As the main purpose of the project authenticated T-Home customers were to be provided with innovative self service functionality as part of T-Home's web portal. First of all the customer problem needs to be isolated, on the basis of a dynamic interview between an expert system and the T-Home customer. Assisted by a consistent knowledge base and additional background line testing & diagnostic systems, the expert system identifies adequate solutions (based on error location and cause).

To achieve this goal, T-Home implemented the **SOLVATIO**® diagnostic solution - linked via web service with the web portal of T-Home. An interconnected ticket server automatically creates trouble tickets containing relevant data and specific diagnostic solutions. The transfer into offline diagnosis is also of value in case a customer is not interested in interaction with the self service portal.

The **SOLVATIO**® knowledge base is then able to conduct a root-cause analysis and automatically generates a trouble ticket in case further offline diagnostics are required or a call agent needs to become involved.

Synergy through multi-use

Synergies are consequently generated by the fact that exactly the same knowledge base modules are utilized as in T-Home's customer problem handling help desk application (mySelect), providing diagnostic support to T-Home's call agents and to T-home resellers. The implementation of asynchronous server chains creates differentiation and substantial added value: during background testing of physical lines initiated by the **SOLVATIO**® knowledge base, a parallel dialog between the customer and the so-called solution assistant component delivers necessary answers. This parallelization of background measurement and dialog interaction reduces handling effort and overall interaction time, translating into faster root-cause analysis.

Synergies are obtained by extensive use of **SOLVATIO**®, either via an IVR linked with a **SOLVATIO**® web service, or an offline component that can be utilized in almost any case whenever sophisticated problem diagnostics are required. New broadband installations like T-Home Entertainment are well suited for automatically triggered diagnostic processes.

ROI

Self service applications turn customers into their own call agents, thus substantially increasing the customer problem handling efficiency provided by T-Home's virtual solution assistant. Utilization figures reveal that customer acceptance is growing continuously. And it will pay off: assuming that five thousand help desk calls can be avoided per day, more than a million Euros can be saved annually based on the reduction of required resources.

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