

CASE STUDY



AT A GLANCE

Organization

Touring Club of Switzerland (TCS)

Business Sector

Automotive service club

Customers

Approx. 1.6 million (2009)

USU Products in Use

USU KnowledgeCenter

Website

www.tcs.ch

With more than 1.6 million members, the TCS is Switzerland's leading motorist organization in the following areas: emergency help/ roadside-breakdown service, insurance for legal costs and traffic safety. To readily access important information located in various knowledge bases, since 2009 the TCS help desk has used the intelligent search technology provided by USU KnowledgeCenter.

The Touring Club of Switzerland Mobilizes Service Knowledge

The Challenges

- Necessary information such as owner's manuals or tip documents for roadside assistance are in different data sources.
- Dynamic growth in the contents of and changes to solution documents make it difficult to access the latest solutions.
- A need to provide a tool for intelligent search within different information sources and to achieve greater transparency in existing data – also for part-time employees.
- Quality-checked, verified information provided by telephone should solve common problems faced by drivers, thus decreasing the number of roadside operations, and the quota of continued journeys after successful on-site repairs by TCS technicians should increase.

Project Milestones

- Select the technology provider by means of market evaluation, feasibility studies and live presentations.
- Deploy the software and integrate the data sources, especially the ticketing system.
- Tests and step-by-step modifications, such as key-word indexing, addition of a feedback button, etc.
- End of 2009: The new system successfully "goes live".
- Deployment of USU decision trees planned for the TCS headquarters.

Why USU was selected

- USU's technology perfectly meets the needs of the TCS
- USU is a flexible software provider able to offer long-term collaboration
- Best value for the money
- High integratability into the existing IT environment
- USU's comprehensive experience in providing knowledge-based support of service center processes
- Good references – successful implementation of similar projects for other customers

Benefits

- Easy access to relevant information located in various data sources from only one central starting point
- High employee acceptance through clearly evident practical benefits
- Solution knowledge also available to part-time employees and non-experts
- Transparent control and management of growing data volumes
- Definite increase in the quality of technical data



Roadside assistance

Dynamic technical knowledge

Roadside assistance within 30 minutes: at any time, at any place. That's the stated service policy of the Swiss automotive club TCS. Day and night, 250 roadside-assistance patrols and over 400 contract partners keep watch over millions of motorists in Switzerland, ensuring their safety. To assist members seeking help or to support roadside-assistance patrols on location directly by telephone, the TCS set up a technical help desk in 2006. Help desk agents determine whether they can handle common questions (such as warning light on, starting problem) or whether roadside assistance has to be dispatched. Here, the help desk is constantly faced with the growing number of model variations and technologies, such as the new natural-gas or electric vehicles. In view of the extent and complexity of the technical resources, it had become increasingly difficult to find the best solution document during a call for assistance in order to be able to provide the best information and make the best service decision.

A better way to leverage experience and documentation

Finding the right information faster and easier. That was the key goal of the management of the technical help desk at the TCS. After a comprehensive evaluation of solutions on the market, they chose USU KnowledgeCenter as the new search and navigation tool. The existing ticketing system had simply reached its limits: It showed only the results within the ticketing system itself but none of the large number of additional help documents located in other sources. Thus, a need-based weeding out down to suitable individual documents was impossible. Thanks to close, continuous contact within the project team the deployment of the new application went smoothly. Various data sources, including the technical information system were all integrated. Further steps such as key-word indexing of documents, the introduc-

tion of a feedback or delete button and working with model "dummy" documents all added up to a significant improvement in the workflow efficiency at the technical help desk. In addition, there were now new storage guidelines for documents. For example, details for Audi, VW, Seat and Skoda brands are only stored once, based on the technical compatibility principle that applies throughout the Volkswagen Group.

Higher-Quality solutions for technical service

Rear window wiper, rear wiper, wiper for backing up – many, many vehicle components have different designations for the exact same thing. Added to this come the different language regions in Switzerland, a constant arrival of new vehicle models and extreme seasonal fluctuations. In fact, when winter sets in, the TCS call center gets up to 5,000 calls a day. These are massive challenges which the management is meeting head on with a continuous improvement process (CIP). In the coming five years, the technical help desk is to be expanded to a competency platform and the service-call planning and navigation for roadside assistance vehicles is to be further optimized. Of course, provision of information plays a key role in all of this. These days, the use of USU technology allows agents at the technical help desk to quickly access the most helpful technical documents for a given situation. Among other benefits, this greater availability has yielded higher solution rates during assistance calls. This, in turn, can prevent the need for expensive on-site service calls. Even drivers with more serious problems benefit from the quality of the now readily accessible content since roadside assistance personnel can be directly and specifically assisted by the help desk. Furthermore, it is planned to equip the TCS call center with a USU dialog-driven navigation system. In the future, this feature will allow more specialized incident forwarding to the technical help desk.

"When it comes to automotive technology, topics and their content can change daily. In such a dynamic situation, the knowledge provided by our agents has to be able to keep up. USU's technologies always bring the latest technical documents to the top of a hit list. Not only do we benefit from this accuracy, but so do, above all, our members and contract partners."

*Anton Graf
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Switzerland*