

CASE STUDY



LIWEST – A New “Culture of Information” for Optimum Service

AT A GLANCE

Organization

LIWEST Kabelmedien GmbH

Business Sector

Telecommunications

Customers

Approx. 125,000

USU Products in Use

USU KnowledgeCenter

Website

www.liwest.at

LIWEST Kabelmedien GmbH, headquartered in Linz, Austria, operates a high-performance and fast-growing network focusing on Upper Austria. Currently, the company provides more than 125,000 customers with cable TV, high-speed Internet and land-lines telephone services. Since 2009, LIWEST has relied on USU technology for its centralized information and reporting system covering the entire company.

The Challenges

- The different company-customer interfaces, such as the call center, help desk and customer-service stores, all work with different systems.
- A study reveals performance parameters that need improvement, such as call-handling times and introductory training of new employees.
- There is a great need to improve the information flow among company departments by setting up a central knowledge base with standardized, quality-checked solution documents.

Project Milestones

- March 2009: Start of project and design workshop after on-site visits to and evaluations of USU reference customers
- Definition of project structure and user roles, creation of an organization manual to support implementation
- Establishment of a “culture of information”, preparation of documents and training materials
- End of 2009: Company-wide rollout
- Fall 2010: Deployment of KnowledgeCenter 5

Why USU was selected

- USU KnowledgeCenter met all the requirements specified by LIWEST and offered the best value for money
- USU’s successful implementation of similar customer projects, positive impressions from on site visits to reference clients
- Short deployment times
- Flexibility, high level of proactive service

Benefits

- A revolution in the corporate culture of information provision occurs through structured document creation, optimized communication and establishment of a document maintenance process.
- A common information and reporting/feedback system for the entire company ensures fast provision of standardized, high-quality answers at all customer interfaces (call center, help desk, customer-service stores).
- A standardized system for transfer of expert knowledge not only decreases the time needed to train new hires but also decreases the workload on staff experts in specialized departments.



LIWEST – One cable for all media!

Full service all from one source

To always have the latest information on the company's different customer interfaces: That was the goal of an initiative undertaken by LIWEST Kabelmedien in 2008. An analysis of the company's workflows and communications structures revealed some aspects that needed improvement. As a result, call-handling times, first-call resolution rates and introductory training times for new employees were to be optimized along with other areas such as customer self-service. Based on the technology of a centralized knowledge base, information resources were to be better matched to the needs of service personnel in the call center, at the help desk and in the company stores and be readily available to them all. Staff interviews in company departments led to compilation of a comprehensive requirements catalog that also served as the basis for selecting a comprehensive solution. Based on the expertise of its consultants, the included functions and the overall greatest cost effectiveness, LIWEST selected USU as its implementation partner and KnowledgeCenter as the technical solution.

A new "culture of information"

In early 2009, visits to two USU reference customers yielded valuable practical knowledge and strengthened the resolve of the company management to establish a policy to manage the need for information at customer interfaces. An organization manual jointly developed by all the company's relevant specialized departments and

the company management formed the basis for implementing the technical solution. This manual describes the individual user roles, communications workflows as well as the usage and maintenance processes for documents, such as intervals for revision and resubmission. Based on a template for document format, the personnel in charge of different topic areas steadily provided content. Within a few months, the knowledge base was already filled with around 600 solution documents. After testing and user training, the new system "went live" throughout the company at the end of 2009.

Practical benefits promote acceptance

After only a few months, the beneficial effects are clearly evident. For example, the initial training time for new hires has decreased from six weeks to only a few days. Due to the ready access to documented solutions, the first-call resolution rate has increased and, correspondingly, the number of follow-ups to the company departments providing second-level support has dramatically decreased. Thus, everyone has benefited from the transfer of expert knowledge to service agents. "The new version closes all the last, remaining gaps to our agents, particularly through its role-specific user interface that provides all required information and applications and the significantly improved reporting function. These refinements have cut down the flood of information to what's really essential, as it's needed," says Maria Gratzl, in charge of organizational development at LIWEST, in her positive summary.

"USU is continuously learning, and we – as a customer – are learning with them. The new version, KnowledgeCenter 5, clearly shows that new functionalities and refinements aren't just pulled out of thin air but are carefully developed as the result of direct interaction with the processes actually in place at the customer."

*Maria Gratzl, M.S.,
in charge of organizational development at
LIWEST*