

**Customer Service Management –
Successful Customer Care**





MATERNA is one of the leading independent IT service providers in Europe. The company provides innovative solutions, products and services which are applied as complete solutions or as solution modules in companies and public administrations. The focus is on the optimisation of processes on the basis of professional IT solutions. Founded in 1980, the company now employs around 1,300 staff Europe-wide. MATERNA will continue to focus on dynamic growth in the coming years.

>> Companies need solutions – concepts are only as good as their implementation. We provide you with IT services of the highest quality – reliable, secure and professional. Our focus is on consistent orientation to IT value.

Customer Service Management – Successful Customer Care

Customer Service has long since become a strategic success factor for many companies. They use it proactively to stand out from the competition, to improve customer loyalty and to achieve additional revenues. MATERNA helps companies to keep this competitive edge.

Products become less and less different, while technological developments lead to increasing complexity. Service and maintenance are becoming more complex accordingly. Customers are also making more and more demands on the support processes which these are based on. Service quality is therefore often the deciding factor when it comes to buying products and results in customer loyalty too. Professional service is becoming more and more important. Enquiries and complaints received by customer service are also important input for optimising products and processes.

Long processing times, poor availability and impersonal service are sadly still the order of the day. Customer satisfaction and company image decline as a result, coupled with the risk of losing customers and the corresponding negative effects on turnover and reputation. To cap it all, many customer service processes are cost intensive as IT systems are frequently not fully integrated. In addition, the processing takes place in expensive isolated application solutions instead of in professional customer service centres. Companies have to face the challenge of optimising their service quality.

Solutions and Services Portfolio

- Customer Service Centre
- Complaints Management
- Order Management
- Field Service Management
- Customer Portals
- Dealer Support

>> Professional customer service management integrates all the processes relevant to customers. Incoming enquiries are channelled and answered according to predefined work processes. Customer service therefore pays a decisive contribution towards customer loyalty and to the growth of the company.

Customer Service Management – Ensuring the Competitive Advantage with Customer Service

Products are becoming more and more alike. So how can companies differentiate themselves from the competition? Service quality is often the answer. If you want to stay successful in this environment you have to professionalise your customer service and manage costs at the same time.

MATERNA supports companies by optimising their customer service: We provide consulting for the development of improved workflows and support these processes with tailor-made IT solutions. We therefore cover the whole spectrum of customer service: from the receipt of a service issue in the customer service centre or customer portal, the order and complaints management, right through to field service management. We implement individual solutions for customer service management and make sure that all relevant applications in the back office interact smoothly.

The **Customer Service Centre** processes all customer issues which arise before, during and after the purchase of a product or service. It collects all types of enquiries from all channels of communication in order to provide all services efficiently in a standardised, traceable manner, which is of course oriented to the customers. MATERNA solutions for customer service centre give the staff access to all the necessary applications as well as customer and product-related information. This is managed by integrating the existing ERP, SCM and CRM systems, solutions databases or billing systems. The core of the solutions for the customer service centre is the structured recording, categorisation and prioritising of all service enquiries. It

is the basis on which automated workflows induce the next process steps. If defined processing times are overrun, automatic escalation mechanisms are triggered. Work which is to be carried out later can be filed for resubmission. The system provides information about the status of processing and about what the next steps are for all enquiries and at all times. In this way high quality and comprehensive customer management can be achieved. The customer service centre simplifies the creation of customer-related service processes and reduces costs by means of efficient processing. The customers have the choice of when, and via which channel of communication, they would like to contact the company. This improves service and increases customer satisfaction. MATERNA provides solutions for service processes for everything, from smaller service teams, right up to comprehensive solutions for complete call centres. For companies with large quantities of incoming emails, letters or faxes we integrate email response management systems in the customer service centre. They automatically log the incoming correspondence and categorise it with the help of intelligent text analysis. The email response management system identifies suitable answer suggestions and transfers them with the incoming enquiry to the appro-

priate service employee. Fully automated processing is also possible.

Complaints Management is not only becoming an ever more important component of customer loyalty and quality management when dealing with private customers, but also when it comes to business customers. This is not just about winning back individual customers by treating their complaints professionally. But rather, that complaints contain the chance to uncover weak points in products and processes. In this way it can help to improve performance and thus bind customers to the company. This only works if the complex processes connected with complaints processing and evaluation are carried out quickly and are customer-oriented. Specialised IT systems are indispensable here. That is why MATERNA provides support with professional consulting, conceptual design and implementation of customised complaints management systems.

Service orders are one of the central reference values in customer service. There are still a lot of companies which do not have access to a standardised view of all service orders. The result: duplicate orders are generated, customer service does not know the current status, many orders have to be processed again manually, service technicians are not scheduled properly and the costs for service orders are not transparent. An **Order Management Solution** from MATERNA is what is needed here. The core of the order management system is the central database. This records all service orders and enables access to further order-related data from relevant source systems. If different sub-tasks are required for a particular service order, then the order management solution divides the order up into individual sub-orders and automatically allocates them to the appropriate members of staff. Of course the system monitors all sub-orders for possible dependencies, deadlines and service level agreements. All information is available in standardised and transparent form. The customer service centre is thus in a position to provide information at all times about the status of a service order and to schedule the orders optimally. The service technicians also have direct access to it and if a customer portal has been implemented, customers can call up information relevant to them directly on the internet. Targeted evaluations and regular reporting regarding your service orders round off the MATERNA order management solution.

If the order management is extended with a solution for **Field Service Management**, then the efficiency of technicians and schedulers is increased further. Field service management solutions from MATERNA mobilise your business processes in service. They ensure optimal interaction between the customer service centre and mobile service technicians. Intelligent optimisation algorithms automatically generate optimised scheduling. This increases the utilisation of personnel and materials and guarantees punctual, successful service assignments. Simultaneously, the field service solution ensures fast and secure information exchange with the service technicians: the service technicians can access all the information they need for their work on site directly on their mobile terminal. Service assignments are completed directly at the customer. It is not necessary to follow them up manually and the customer service centre is continuously aware of the current status of processing.

Customer service is facing the challenge of doing justice to customer expectations and at the same time reducing costs per service order. **Customer Portals** from MATERNA provide valuable help here. A customer portal from MATERNA offers customers central access to all relevant product, service and company information. They also simplify and accelerate the service procedures sustainably. FAQs, solutions databases, operating instructions and product manuals are organised in the customer portal in such a way that the customers can quickly and





conveniently find the solutions to their service questions themselves. Customer portals from MATERNA also give support to the processing of service enquiries, such as orders for spare parts, which require integration in the ERP or CRM systems. Your requirements decide which solution we implement: whether you would simply like to extend your customer service centre with a web interface, or different isolated solutions need to be integrated in a new customer portal or an integrated web-based complete solution for the whole customer service should replace the old system. We support you throughout the whole process starting with the consulting stage, the project organisation and implementation right through to operating and maintaining the system.

As a rule, customer service describes the case when an end customer turns to a company with a service enquiry. But in many cases it is dealers rather than end customers who ask the questions. Such enquiries present companies with a great challenge: dealers are professionals and thus very demanding support customers. They make numerous, particularly difficult enquires. Dealers also have questions not only about the products themselves but also about equipment which is provided for them by the manufacturers. This could be cash-desk systems, petrol pumps, diagnosis devices or IT systems for ordering spare parts. For this sort of scenario, MATERNA provides special **Dealer Support Solutions**. They enable the company to provide their dealers with a competent single point of contact for all service enquiries. Any enquiries which arise there are systematically logged. According to previously determined responsibilities they are then transferred to the appropriate member of staff on a regional, national or international level and thus can be answered quickly and accurately.

From **Concept** to **Implementation**

Customer Service Management ensures that all current service issues such as complaints, orders and information enquiries are processed professionally. Seeing service processes as a whole enables integrated customer care and increases efficiency.

MATERNA implements customised customer service management solutions. We provide you with strategy and process consulting as well as analysis, conceptual design and selection of suitable IT systems. Building on that, we implement individual and future-proof solutions for customer service management. We look after the integration of solutions in existing frontend and backend applications and make sure there is smooth interaction between them. With our experience in project management and tried and tested procedural models for conceptual design and implementation, we can implement your future-oriented solutions. Partnerships with market leading technology manufacturers ensure that the correct software and hardware is selected.

First of all, we define the objectives and scope of your customer service and analyse the existing service processes together. We then examine the existing technical and personnel infrastructure of the service areas. On the basis of this information we determine the resources required, any necessary adaptations to the infrastructure as well as a rough project plan. In the subsequent conceptual design phase we develop the future service processes. These optimised processes are the basis for your customer service solution. It is then completed by strategies for introduction and implementation. In the implementation phase we put the new service processes into practice within the new solution. Professional project management ensures that the introduction and integration phases run smoothly. Test procedures and quality assurance measures give support during this phase. Our portfolio of services is rounded off by training programmes for customer service staff and for the IT departments which support them.

Trendsetting Solutions

MATERNA's success is based on long term, stable customer relations. If you would like to see how a successful customer service management strategy works, we would be pleased to organise a visit to one of our reference customers.

Selected Customers

- Air Navigation Services of the Czech Republic
- AMB Generali
- arvato systems
- Axiom
- Banverket
- BasWare Corporation
- Blaupunkt
- COOP Danmark A/S
- CSC Danmark A/S
- Daimler
- Danske Spil
- Deutsche Telekom
- Eget
- E.ON
- European Chemicals Agency
- Federal Employment Agency in Germany
- Federal Office of Administration in Germany
- FIDUCIA IT
- FKIT - Danish Defense
- FLSmidth
- GN ReSound A/S
- GN Netcom
- Grundfos A/S
- ING-DiBa
- KELA
- Københavns Kommune Koncernservice
- Køge Kommune
- Lufthansa Technik
- Næstved Kommune
- Nordsjællands Hospital
- O2 Germany
- OMX Technology
- Orange Slovensko
- Oticon
- Dr. Ing. h.c. F. Porsche
- prosystems IT
- Rigshospitalet
- Rudersdal Kommune
- Samlink
- SEB IT
- Siemens
- SKAT
- Slagelse Kommune
- ST Aerospace Solutions A/S
- Swedbank
- TeliaSonera
- Teracom
- TietoEnator
- T-Systems Enterprise Services
- Uhde
- UPC Telekabel
- Vägverket
- Vattenfall Data
- Vattenfall Europe Information Services
- Vejle Kommune
- Viborg Kommune
- Vienna Hospital Association

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