

FLOOD OF E-MAILS UNDER CONTROL, SIGHTS SET ON NEW CHANNELS



Consorsbank opts for networked customer communication
with Sematell's ReplyOne

SEMATELL
INTERACTION SOLUTIONS

Uwe Karbole lives and breathes customer service. At the start of his career, the team leader of Consorsbank's customer service worked as a customer advisor himself. He therefore has first hand experience of how important it is to have a full customer history and a stable, functional and easy-to-handle solution for processing customer inquiries.

In 2015, he determined that the solution previously used by the Consorsbank for many years in customer service was gradually approaching the limits of its capacity. The volume of e-mails had increased by more than 10 percent every year, at the last count to around 300,000 e-mails a year. Uwe Karbole wanted to replace the old system by introducing a new, omnichannel enabled and scalable platform for around 350 employees in total. An important decision criterion for him was the ability of the new system to integrate with the CRM system in order to provide a full customer history and enable customized service.

“What we had before was a stand-alone solution. A core component was the Mailminder that was, in fact, the name of an older predecessor version of ReplyOne. However, we never used the user interface or the full scope of functions, such as automated e-mail responses. Instead, we only used Mailminder to categorize incoming e-mails.”

Uwe Karbole, Team Leader Customer Service



ReplyOne is compelling with its functionality and integration capacity

In order to find a suitable, forward-looking solution, Uwe Karbole screened the market for response management systems together with his colleagues from the IT department. Based on product demonstrations, meetings and live operations at reference customers, the Consorsbank team compared several software solutions against their own requirements catalog. After careful consideration, the team decided on ReplyOne. Not only the functionality, including in particular topic recognition and automated e-mail response, was compelling, but also the open architecture. ReplyOne enabled the desired close integration with the CRM system. With each written customer contact, the aim was to compare data with the CRM system and to have the content of the correspondence written back into the CRM. Another aim was to be able to set up new contacts in the CRM using ReplyOne. An additional argument in favor of ReplyOne was that the IT department was closely able to estimate the integration costs in the company system environment as key interfaces corresponded to the Mailminder predecessor version.

On-site support during implementation

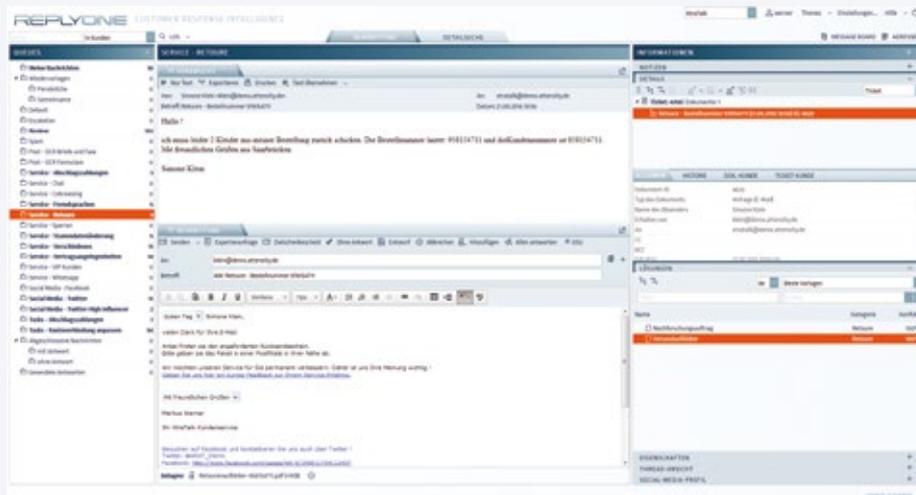
The implementation phase commenced in the fall of 2015 and was confronted by a big challenge right from the start: The date for switching the customer advisors over to the new system had been irrevocably fixed but the Consorsbank's IT department only had limited resources available for setting up the new system. Sematell therefore supported the Consorsbank team by providing two developers working on site on integrating the system with the

CRM and making it operational in accordance with the deadline. Together they succeeded through a veritable tour de force within the very tight time window of only six weeks. “Starting live operation after a relatively brief test phase was not the ideal solution, but there was no other way of doing it,” stated Uwe Karbole. “Our IT administrators had to familiarize themselves with the system, and support provided by Sematell all had to come together. The cooperation and solving problems together worked extremely well and has proven their worth, especially in the very testing initial phase. We lost no time through close collaboration and always had personal contact partners. When required, Sematell was quick to deliver the necessary plug-ins and supported us in troubleshooting.” This is important for Uwe Karbole, particularly with topics which are a potential nightmare for all those responsible for service: “If dispatching e-mails fail to work, we cannot deliver the desired service level for our customers.” In such cases, technical support is required to respond extremely fast.

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Acid test within the space of a few months

After only a few months in operation, ReplyOne went through its first acid test. BNP Paribas, the parent company of Consorsbank, took over the DAB Bank in December 2014. The plan was to have merged DAB Bank with Consorsbank by the end of 2016. All processes were to have been standardized by that date and customer service naturally also combined. “Instead of generally around 1,000 e-mails a day we suddenly had three times that volume,” Uwe Karbole remembers. In addition, many DAB customers sought to make contact with customer service by conventional means in the form of letters – at Consorsbank, letters and telefaxes were more of an absolute exception. “The categorization and, above all, the automated topic recognition and response were hugely helpful to us in getting the flood of e-mails under control,” commented the team leader. “We would have been able to get even more from the system if we had had more time to train it.” ReplyAnalytics, one of the central system components of ReplyOne, is able to analyze and categorize more than 3,000 words per second. The software engine that is based on artificial intelligence “learns” from every new case, which enables it to achieve extremely high precision in topic recognition.



With ReplyOne, service employees can access previously defined templates and channel-specific text modules that they can use to answer inquiries. The underlying workflow is the same for all written service channels, which accelerates processing and ensures the response quality.

Absolutely reliable system and higher service level

Today Uwe Karbole does not regret his decision to choose ReplyOne. "While we had the occasional ups and downs with the old system, ReplyOne runs absolutely reliably." Consorsbank's customer service was also able to improve the service level, both in terms of using the software, as well as in commissioning a further service provider.

The team leader particularly appreciates the cooperation with Sematell based on partnership. He has agreed a fixed amount of time with Sematell for other services that go beyond technical support. Additional projects, integrations and modifications can therefore be entrusted to Sematell at very short notice. "The Sematell team also goes that extra mile here for us," Uwe Karbole says. "We can put new topics on call, clarify questions in a quick web session, and the exchange of information is also great. I can thoroughly recommend ReplyOne and the Sematell team on all counts."

Uwe Karbole is currently already planning the next project, including an update for the new graphic user interface, closer integration of the active directory and possibly an additional communication channel for customer service. "Chat is, for instance, very interesting. We are in the process of looking at a solution from a Sematell trusted network partner that already has an interface to ReplyOne."

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REPLYONE
CUSTOMER RESPONSE INTELLIGENCE

ReplyOne – always the right individual answer

ReplyOne is an innovative software solution for use in contact centers. With outstanding artificial intelligence and a high capacity for integration with enterprise applications, ReplyOne enables the efficient and precise processing of service inquiries on all written communication channels, with the respectively desired degree of automation. Integrated third-party systems such as knowledge management or voice solutions can be quickly and easily activated via the central interface. ReplyOne is available as an on-premise installation and as a cloud solution. It is suitable for small service units as well as for multinational contact center organizations with several thousand employees.

About Consorsbank

Consorsbank is part of the major French bank BNP Paribas. Consorsbank operated under the name of Cortal Consors up until December 2014. The direct bank's German headquarters is located in Nuremberg. With a wide range of financial services and products, Consorsbank is one of the leading direct banks. Consorsbank aspiration is to apply the rules of digital life to the use of money and to develop the future of banking together with its customers.



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