

TeliaSonera upgrades its customer service using Lekane's mobile solution



TeliaSonera will employ the Lekane mobile contact center solution for the use of its mobile network maintenance personnel. Maintenance experts are continually on the move, ensuring the network is functioning correctly whilst simultaneously providing customer service to mobile network service personnel. The challenge for TeliaSonera was to enable its maintenance personnel to remain mobile whilst receiving customer service calls. Lekane's solution enables maintenance personnel to receive support calls routed through the contact center via their mobile telephones, whilst they work to ensure full functionality of the mobile network critical to the firm's business operations.

TeliaSonera has agreed to expand its contact center system to its mobile terminals using software from a Finnish company Lekane. Lekane will supply TeliaSonera a mobile solution for the company's customer service. The contract is a continuation of the pilot project initiated at the beginning of 2007, which enhanced customer service by improving access to TeliaSonera's mobile network maintenance personnel.

The challenge for TeliaSonera was to improve the availability of mobile network maintenance staff and to enable them to offer customer service. Employees were in practice bound to a work station, as calls were received on office telephones.

When maintenance personnel were working away from their work stations,

engaged in ensuring the proper functioning of the mobile network, field personnel were unable to contact the very people they would need to help solve a problem.

The Lekane Mobile Contact Center provides a new customer service channel

The Mobile Contact Center's pilot group works as part of TeliaSonera's expert level mobile network maintenance staff. They are responsible for maintenance of the mobile network and are the contact persons for field personnel working with mobile network support stations. Some field personnel are employed by subcontractors, so maintenance personnel also receive customer calls from outside TeliaSonera.

"Previously customer service personnel took calls on office telephones, but always had to stop the call when moving to the computer room to check base station information required by the customer. Then they would call back to the customer on their mobile phones", says TeliaSonera's Senior Corporate Manager Mikko Raitio.

"Using the Lekane Mobile Contact Center means customers' problems can be solved with just one call. It also simplifies the work of maintenance personnel, as they can now focus on network maintenance without having to worry about taking customer service calls in the office."

The Lekane Mobile Contact Center relays relevant information from the customer about the nature of their problem to TeliaSonera's contact center and then forwards it to the mobile terminal of the company's expert. The expert can see the nature of the customer's enquiry, and can on the basis of this information decide whether or not to take the call at that particular moment. Lekane's technology assists staff engaged in customer service functions by providing information about customer requirements.

The customer can be in direct contact with the expert they require

One of the greatest benefits of the Lekane Mobile Contact Center to TeliaSonera is that it enables maintenance personnel to remain mobile whilst at the same time being available to handle customer service calls.

“Customer service calls come directly to the experts, so the customer will never experience a situation in which their call is not answered. Maintenance personnel can focus on their work, as no one needs to be on hand in the office to answer calls”, Raitio says.

“This solution also improves the flexibility of working hours. For example, staff may be on hand to answer calls even when they are at home. On-duty personnel do not have to remain by their desks to receive the few calls which may come during the evening or in the middle of the night. This obviously affects salary costs”, Raitio says.

Follow up of customer service improved

The Lekane Mobile Contact Center will also improve customer service follow up. The new solution means that all customer service calls made to or from mobile telephones will be included in TeliaSonera’s customer service reports. In this way, higher quality information may be collected about calls, for example, the number and duration of calls, which may then be further analyzed.

“Previously the duration of customer service calls was recorded in reports only in tens of seconds; calls made from maintenance personnel’s mobile phones were not reported in customer service reports, so the total time used in handling customer service calls was under-reported”, Mikko Raitio explains.

This system will make it easy for the company to gain information on how customer service resources meet customers’ needs, and will enable resources and staff to be deployed so as to prevent bottlenecks and excessive waiting times.

“Employees’ satisfaction with customer service calls has also increased. Calls are now more evenly allocated, because customer service staff no longer control which types of calls are assigned to them. Unpleasant calls will also be more evenly allocated”, Raitio says.

TeliaSonera advances to the cutting edge of contact center development

“Lekane’s solution is both unique and impressive. The project has been a great opportunity for us to develop something new. Genesyslab-world is now for the first time expanding into mobile contact centers, and TeliaSonera is at the cutting edge”, Raitio says.

TeliaSonera has evaluated the Lekane solution not only from the point of view of the end user, but also from that of the system supplier. The company is both a user of the Genesys contact center and a notable solution supplier in the contact center field in the Nordic countries.

TeliaSonera’s pilot project was realized as a packaged solution. Lekane and the TeliaSonera working group, under the leadership of Telecommunications Manager Mika Hakanen have integrated the application into TeliaSonera’s production environment.

“The project has gone extremely well and the mobile solution has already become an important part of the work of those who participated in the pilot group. The project has given us many new ideas on how to use the mobile contact center in various ways to assist our customer service functions”, Hakanen says.

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The Lekane solution connected directly to existing architecture

TeliaSonera integrated the Lekane Mobile Contact Center directly into its existing contact center architecture’s interface.

“The solution is cost effective: the existing architecture did not need to be changed and we only had to fit a mobile solution into that architecture”, Raitio says.

“We require our contact center tools to be compatible with our existing systems because we want to avoid unforeseen changes to our customer service availability”.