Kabel Deutschland

Company Overview

Kabel Deutschland (KD) is one of Germany's largest cable operators, offering its customers digital, high definition (HD) and analogue TV, Pay TV and DVR offerings, Video-on-Demand, broadband Internet (up to 100,000 Kbit/s), and fixed line Phone services via cable, as well as mobile services in co-operation with an industry leading communications partner. The publicly listed company operates the cable networks in 13 out of 16 German federal states and supplies its services to approximately 8.5 million connected households.

Project Summary

This solution consists of providing an SOA environment and some additional services employed by a Unified Desktop frontend built using Jacada's WorkSpace framework with application automation provided by Jacada WinFuse.

The main goal of KD's project was to create an auto populating single view of the customer (aptly named "CRM Cockpit") divided into groups of subject related information in separated tabs. The sleek and modern look of the interface (built using EXT-JS) allows the agents to easily navigate through the complex web of data and service the customers in a more efficient manner. Standard technologies such as web services, AJAX, XML over HTTP, JDBC, and LDAP combine to provide the CSR with a "360 degree view" of the customer in a matter of seconds after receiving the call via Jacada's CTI System (Screen-pop). The user interface leverages information from the "360 degree view" to easily operate task management and activity submissions as well as give the agent direct visual indications for up selling, special offers, and more.

The solution codebase integrates with a large number of touch-points within KD's environment. The application has grown over the last 2 years from 4-5 dashboards to over 15 dashboards layered in multiple levels. The amount of complexity involved with operating the custom made CRM system has been reduced dramatically and the agents work primarily in the Cockpit with some exceptions in which they deal directly with the CRM application embedded in the Cockpit.

Two years after the initial implementation, KD has chosen to initiate a platform upgrade to benefit from the additional standard features introduced in Workspace 5.

Organization	KD, Germany's largest cable operator offers its customers digital, high definition (HD) and analogue TV, Pay TV and DVR offerings, Video-on-Demand, broadband Internet and fixed line Phone services via cable as well as mobile services in co-operation with an industry leading communications partner.
Industry	Telecommunications
Project Objectives	• The creation of a simplified but sophisticated Unified Agent Desktop. Implemented two years ago, this involved integrating with SOA based customer database access, marketing information through SAP, and automation of the customer's main CRM application for simplification. • Shorten call handling time • Increase account visibility through a 360 degree view of the customer and enable up selling • Increase Customer Satisfaction ratings, CSAT • Implement a solution that was non-disruptive to the enterprise
Number of Agents Using the System	KD has approximately 2,800 employees and has 4 internal call centers and another 2 outsourced centers totalling together about 1,200 staff in each shift.
Information Interfaces	Initially one main system was integrated with access to the SOA environment and over the course of time more and more systems were added.
Integration Solutions	• CTI Screen Pop • Web Services • Automation of Applications over Citrix sessions • Web Applications integration and navigation. • SSO
Jacada Products Utilized	• Jacada WorkSpace • Jacada Fusion
Functional Requirements	• Provide 360 Degree View of Customer • Account Dashboard & Billing Dashboard • Fraud Management • Marketing Dashboard • Contracts management • Customer Activity management • Roles and Permissions Managed through Jacada • Support of different views for external (outsourced) call centers
Benefits	• Increased Customer Satisfaction Index scores and continuous improvement of agent satisfaction • Reduced operational costs • Streamlined working processes • Automated application navigation • Reduced Average Call Handle Times by nearly 30% • Improved First Call Resolution rate (FCR) • Simplified Agent (CSR) training plan, shortened new recruits time to productivity
Outcome	The Jacada Platform handles over 6 million calls per year, servicing multiple business units included pre-pay, post-pay, retentions and business consumers. With over a half million calls per month, this unified desktop required high availability and is deployed into a highly clustered J2EE environment