



Adding a touch to...

Telenet




ideal systems

Add a touch to your services



TELENET

A mobile case by ideal systems



As one of Belgium's main providers of Internet, telephone, mobile telephone and television, Telenet was looking for a new and innovative way to interact with its customers.

The main idea was to find an adequate alternative for the classic IVR systems.

A first taste

Telenet got in touch with ideal systems in order to find a more efficient and up-to-date solution.

The touch

At the start of the collaboration, ideal systems declared its vision of the next generation of customers: completely mobile, with the world at their fingertips and every bit of information available here and now. If you are not as mobile as your customers definitely will be, you will struggle to maintain your relevance. Telenet saw an opportunity for collaboration.

So ideal systems created a mobile application for it that gathers customers' personal data - from your customer code and invoice data to the packages you subscribe to. Whenever you, as a customer, have a question, you can open the application and browse through hundreds of clearly organised, easy-to-access, frequently asked questions relating to your packages and personal situation.

Still not found a solution? No problem, just dial Telenet from within the application. As you're dialling, your recent information search in the application is automatically transferred to the contact agent that picks up your call. S/he knows what you know - as well as what you don't know yet. No more impersonal IVRs, superfluous questions like 'what is your customer number?' and having to repeat your question over and over again, which is so frustrating! The application sends everything straight to Telenet's contact center agent.



The smell of success

As this is quite an innovative approach to customer service, Telenet opted for a soft launch in order to experiment and finetune the application as customer feedback rolled in. Nevertheless, in just six months' time the application has been downloaded 50,080 times, 226,244 searches have been made and 155,258 FAQs have been read.

Seeing the future

Telenet and ideal systems have been able to forge a real partnership in their mutual drive for innovation and relevant solutions to today and tomorrow's questions in terms of customer service. So they've decided to enter the application for the Caviar Awards 2015, as the jury has explicitly stated that they want to reward innovative concepts.





Listen

An interview with Fabienne Bogaers, Digital Channel Manager at Telenet.

How did Telenet get in touch with ideal systems?

We had already worked together, although in an entirely different context. I remembered them as a small, flexible, but highly professional and talented team who knew a lot about integration.

And you chose ideal systems for this particular job because...?

I already knew the team and they already knew us. We were convinced that they could build the cloud-driven solutions that we wanted. What's more, ideal systems treats data and voice as one within the contact center context. That is a view that suits our need for a visionary solution.

Were the expectations met?

Yes. Due to its flexibility, ideal systems was able to create a solution to suit Telenet and not the other way around (which, trust me, is still often the case). The application's architecture is made to measure.

What makes this application so special, in your opinion?

Its cross-channel dynamism is so simple and easy to use. The synergy between the application and the contact center agent means a real improvement in customer satisfaction.

Would you recommend ideal systems?

I already do! The fact that they are so flexible and talented meant we could have an informal working relationship based on trust and shared vision rather than on business protocols. With other companies that sort of relationship could end in utter chaos, here it was a driving force to go that extra mile. Everything was open for improvement; everybody could speak his mind and suggest ideas. It really felt like a joint project. It still does actually.



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