UNITY MEDIA KABEL

A Large Media Services Company Improves Customer
Service and Provides Online Access

CRAWFORD TECHNOLOGIES

BACKGROUND

Unity Media Kabel bw is an internet, cable television, mobile and fixed line telephone service provider providing services to over 8 million households in Germany. The company has 34 free to air TV channels and radio stations, which is complemented by pay per view television and digital services. Over 1500 films can be rented from Unity Media's Video on Demand service.

The Challenge

The expansion of Unity Media's business through acquisition meant that an increasing customer base needed better access to customer services. In particular Unity Media needed to continue to meet existing SLA targets for customer services with an increased volume calls and enquiries. Unity Media needed correspondence sent to customers to be available to call center staff to assist with enquiries but also through online customer portals so that customer could benefit from online access to statements.

Solution

Unity Media chose EMC and Crawford Technologies to provide an integrated Enterprise Content Management solution, which archives all customer correspondence including invoices statements and marketing letters.

The CrawfordTech PRO Archiver customer communications archiving application takes PDF files from the print service provider and extracts meta-data from the files before storing in Documentum. The documents stored in Documentum are available to both call centre staff as well as customers through an online portal.

Results

Unity Media selected EMC and Crawford Technologies to provide a centralized customer communications archiving solution. Call center service staff have timely access to all customer correspondence, which allows them to handle enquiries quicker. And customers have access to all bills, statements and correspondence through online self-service portals.

At a Glance

The environment:

- Unity Media Kabel provides media services to over 8 million households in Germany

- Expansion of the business meant an increasing burden on customer service staff

- Effective access to customer correspondence and statements was required

- EMC Documentum was chosen as the Enterprise Content Management Platform

- PRO Archiver was chosen as the Customer Communications Archiving Solution

- The new customer communications archiving solution helps deliver cost-effective access to digital statements and improves customer service
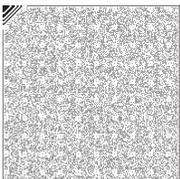
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www.crawfordtech.com | sales@crawfordtech.com