

# Improving customer satisfaction & service performance by smart trouble ticket monitoring

**Issue** TelCo providers serve large amounts of customers with complex products. This yields complex customer service processes involving many organizational units (service centers, dispo, field, contractors) and frequent customer interaction (non-/technical, many channels). Operational ticket systems are used to manage these processes, sometimes standard (e.g., Remedy) but also quite often proprietary.

The client – one of Europe’s leading cable operators serving several million customers with TV, Internet & telephone services – has a proprietary operational ticket system. The focus and thus strength of their trouble ticket system is operational process management and not reporting, monitoring & analytics.

The need for advanced monitoring & deep-dive analytics of tickets is growing as increasing customer numbers and saturated markets for Internet & phone make good customer service a key differentiator. In addition, the client introduced a sophisticated bonus/malus system for its field force and its subcontractors, which made precise and timely tracking of performance vs. threshold levels a must.

## Challenge

Together with the client’s internal reporting unit, Analyx implemented *TicketWorx* – a Business Intelligence solution, which sits "on top" of the operational systems. During the joint implementation, *TicketWorx* was customized to fit the client’s needs regarding processes, org-structure, ticket & product classes, performance thresholds and the like.

## Solution

Today, it provides line managers with a multitude of online reporting functionalities to track tickets (e.g., counting, duration, aging, benchmarking, ticket flow through the organization), which can be subscribed to in various formats or accessed via a web browser. Field agents, subcontractors and their team leaders receive regular performance reports including a customizable set of indicators which automatically calculate the compensation impact. Authorized users can perform powerful ad-hoc analytics using a flexible filters and drag & drop.

Higher **customer satisfaction** & significant **cost savings** potentials

**Impact** TicketWorx provided the client with the factual basis to implement their desired performance management system, thus creating significant cost saving potentials. Furthermore, the client was able to enhance the effectiveness of its customer service organization measured by reduced ticket run times, repeat failure rates and – most importantly – levels of customer satisfaction with the client’s field service quality.

### Contact

Sascha Stürze (Europe)  
 sascha.stuerze@analyx.com  
 phone: +49-30-513-00-211  
 mobile: +49-178-690-4303  
 skype: analyx1



Dr. Oliver Bandte (U.S.)  
 oliver.bandte@analyx.com  
 phone: +1-617-763-8082  
 skype: analyx26

