Case Study

SOLVATiO® self-service troubleshooting drives SUNRISE‘s omni-channel and E2E digitalization effort

CHALLENGE
Improve customer satisfaction, reduce churn and deflect calls from Sunrise contact center

SOLUTION
SOLVATiO® powered automated self-service troubleshooting via mobile app and web portal

RESULT
50% deflection rate with self-service troubleshooting 2000 self-service sessions per week
Sunrise is delivering a full range of services across all market segments. Sunrise is the leading non-incumbent operator in both the mobile (prepaid and postpaid) and landline retail voice markets, as well as the third-largest landline Internet provider with IPTV.

Around 3 million customers use Sunrise products and services in the areas of mobile telecommunications, landline network, Internet and IPTV. The Sunrise business customer division offers individual communications solutions for business customers. The Sunrise mobile network provides 99% of the population with modern mobile network services. A high-performance fiber-optic network with a total length of 10,000 km enables provision of high quality voice and data services throughout the country. Sunrise can reach approximately 85% of all households with its broadband services. Sunrise operates more than 100 Sunrise centers throughout Switzerland.

Sunrise identified that many customers would appreciate to have advanced testing capabilities to check the proper functioning of their wireline Internet connection. As one of the first Telecom Operators in Europe, Sunrise decided to introduce a SOLVATiO® based Internet Check with a fast track IVR access for all Internet and TV customers and enable them to help themselves in case of basic troubleshooting.

In Q4 2014, Sunrise has introduced the SOLVATiO® assurance platform to all internal and external technical support contact centers.

While SOLVATiO® helped to reduce costs by improving helpline FCR and AHT through standardization of the support processes, only very basic Selfcare functionalities were available on the website and the app. In addition, Sunrise concluded that many of their customers consulted the website before calling the contact centers.

Furthermore, as market analysis showed, especially younger customers appreciated the possibility to interact 24/7 through modern, state-of-the-art channels, e.g. web portals and mobile apps instead of calling the contact centers.

SOLVATiO®’s End-To-End integration functionality was leveraged to provide customers with the offer to a seamless troubleshooting via Sunrise’s contact center. At the end of a self-service session, customers are provided a fast track to a call agent if needed. If the customer uses this option, SOLVATiO®’s E2E engine transfers all information of the customer’s self-service session to the call agent’s SOLVATiO® Helpdesk client. This enables the call agent to pick up the troubleshooting session where it has ended and help individually while saving time. Existing Helpdesk content was reused for the implementation of the self-service solution. SOLVATiO® building blocks for automated diagnostics of network, modem and account problems were embedded in the self-service application without changes.
By establishing the self-diagnosis as the very first step of the support process, we successfully built the foundations of our digital service assurance strategy. In a context where customers demand the best QoE for triple-play services, the solution ensures a flawless and compelling experience to an ever growing number of users that are reaching Sunrise on the web.

We look forward to our continued partnership with iisy to achieve the next stage of our digital journey.

Carlo Rossi, Senior Project Manager ITBPPM
iisy AG is one of the leading solution providers in the field of customer problem handling. Since it was founded in 1996, iisy AG has engaged in creating and activating knowledge-based, automated diagnosis solutions for telecom service businesses.

Our core competencies are powerful automated diagnosis solutions, knowledge engineering (KE) and process advisory services in the focus market service assurance for telecom providers.

Since the year 2000 we have operated as a joint stock company. Our headquarters are in Rimpar close to Würzburg, Germany. The company came about originally as a spin-off of Würzburg University, Chair of Artificial Intelligence and Applied Computer Science.

iisy AG
Kettelerstraße 3-11 | Pavillon 8 + 9
97222 Rimpar / Germany

www.iisy.com
info@iisy.com
+49 (0) 9365 / 88 99 0

MEMBER OF THE FOLLOWING ASSOCIATION

tmforum

RELATED CASE STUDIES

SOLVATIO® Smart Analytics Helps Transform SUNRISE’s Customer Service

More case studies to download at www.solvatio.com/case_studies

OUR CUSTOMERS