

*“The services in the areas of process management, training, information management and service control significantly influence service quality. The support of powerful software systems is essential. Therefore, we have decided to use almato Click2Coach.”*

**Knut Bartsch**, Technical Services Center

## Germany’s largest cable network, Kabel Deutschland, supplies about 8.5 million households

**The MDAX-listed company operates cable networks in 13 states in Germany and offers its customers digital, high definition (HD) and analogue TV, video-on-demand, around digital video recorders, pay TV, broadband Internet (up to 100,000 Kbit/s) and telephone over the cable TV as well as offers a partner cellular service.**

On an average day in the Technical Service Center more than 10,000 calls and 1,000 written processes of internal and external customer service representatives are processed.

Kabel Deutschland relies on solutions of almato GmbH to control and optimize its call center service. The operator uses the combination of a central VoiP phone system with a quality monitoring and coaching system of almato GmbH. Also the Click2Coach solution is used for feedback on interaction quality, the customer contact rates, improving service quality and improving customer satisfaction.

“In a technical service center quality is a key issue,” says Knut Bartsch, head of quality management at the Technical Services Center.



**Kabel Deutschland**

### Results

- Permanent overview of the service and quality of contact center
- Allows Kabel Deutschland identify and measure the quality of its communications with workers and identify training needs
- Eliminated manual monitoring of agent activity to allows team leaders to devote time to other intensive tasks

### Industry

- Telecommunications

The direct connection of quality monitoring and coaching ensures that Kabel Deutschland has a permanent overview of the service and quality of their contact center. Coaching interventions are initiated automatically, which ensures that each employee is coached individually, so that they are responsive and efficient.

- Availability of technical customer service: more than 92%
- An average of 10,000 calls/day
- An average of 1,000 written procedures/day
- Resolved customer tasks: Only about 82% peroxide solution quote
- Monthly customer satisfaction measurement: about 10,000 customer surveys IVR controlled surveys following the consultation and 1,200 telephone customer interviews conducted

To improve the quality of service the company coaches in two key areas, professional quality low stability monitoring and call quality monitoring. The call handling is analyzed with the information and telecommunications systems and then examined, having implemented management of service personnel on their expertise and quality of the interaction. These software-based interactions with customers are recorded, analyzed and summarized in the follow-up to individual feedback. Then specific coaching courses are derived from the findings for improvement.

Kabel Deutschland chooses Click2Coach as a comprehensive solution that combines responsive and personalized coaching, eLearning, automatic recording of interactions and their evaluation. This information is a browser-based application provided directly by the agent workplace. Click2Coach allows

Kabel Deutschland to identify and measure the quality of its communications with workers and identify training needs. This eliminates manual monitoring of agent activity and allows team leaders to devote time to other intensive tasks.

“As the call center service providers that support Kabel Deutschland in customer service—all of which are connected to a central VoIP platform—the company can use our quality monitoring solution very efficiently. The results of the various external customer service staff can thus be easily reviewed and compared,” explains Peter Gissmann, Managing Director of almato Ltd. “Coaching can be triggered from a central location and evaluated. Also, Kabel Deutschland gets specific feedback from its customers through a solution that enables a quick and simple customer satisfaction survey, which provides input for further improvements.”

With almato feedback customer surveys are distributed automatically via all communication channels. The results are immediately available online. The customer surveys are delivered via a web application that can be easily managed and evaluated using comprehensive data presentations. According to Knut Bartsch, “With quality monitoring, an internal view on the issue of quality in the call center is possible. With almato feedback this view is expanded to approach and coach the agent in the call center.”

To measure customer satisfaction with the Technical Service Center about 10,000 IVR-controlled customer surveys following an interaction and 1,200 telephone interviews are conducted every month. The merger of the internal and external points-of-view enables various quality aspects, provides diverse and meaningful analysis and gives insights that allow Kabel Deutschland to continuously improve its service quality.

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SUCCESS STORY

### Envision—Contact Center Performance Assured.

Envision helps companies better align and integrate the people, processes and technologies within the contact center to drive exceptional customer service. Our belief is that continuous agent improvement helps maximize every contact with customers, which ultimately drives increased contact center and enterprise performance. Envision Centricity is a complete Workforce Optimization suite to aggregate, monitor and analyze data and performance at the agent, contact center and enterprise levels. It is comprised of multiple applications including Envision Workforce Management™ for scheduling, forecasting and staffing, with applications for quality monitoring, identity protection and compliance, and analytics; and the industry-renowned Envision Click2Coach® for fully integrated quality monitoring and management, e-learning, automated coaching, robust analytics and performance management capabilities. Visit [www.envisioninc.com](http://www.envisioninc.com), email [info@envisioninc.com](mailto:info@envisioninc.com) or call 206.225.0800 ext. 500 for more information.