



Digitalization in customer service center



«For us, the new solution means a quantum leap in the transparency and control of our customer service. The quality has improved greatly due to the managed processes and the simplicity of operation also allows new employees to start working immediately and efficiently for all of our clients. With FROX, we have a customer-oriented, reliable digitalization partner at our side who supports us with great commitment and expertise on our digital journey.»

Danny Reitamo, CCO, Member of the Management Board, CC Energie SA

Industry: Energy Sector



30x

Faster training period

100%

End-to-end processing of all inbound items

100%

Transparency in business transactions

> 30%

Increased productivity

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Initial situation

What was the situation up to now?

[CC Energie](#), the customer support center for the energy companies BKW and Groupe E, was looking for a new end-to-end process solution for handling nearly 400,000 customer inquiries received annually by phone, mail or letter. Voices from the field:

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- "SAP isn't really user-friendly... lots of screens, lots of fields, too many clicks, and searching is complicated. Automatic identification of business partners would be nice."
- "The application requires too much attention, which detracts from customer contact."
- "Too many errors occur due to the lack of process support."

With a new, standardized end-to-end processing, the entire operation of the service center was to be optimized and digitized in order to guarantee fast and secure case handling with a low error rate.

Customer benefits

What has improved as a result of the solution?

The successful implementation of this multi-client, fully integrated omnichannel solution laid the foundation for achieving the long-term goals of Project Phoenix at CC Energie. The solution includes an overarching workflow with telephony connectivity, automated inbound categorization, with simple, system-guided processes, real-time integration to the core system, and simultaneous automation of output management for all customer confirmations. End-to-end, system-supported processing is a new innovative approach in [Customer Service Management](#) and guarantees high data quality, high efficiency, transparency and consistent reporting.

Further Information can be found in the on-demand webinar "[Kundendienst in der Energiebranche: Schnellere Prozesse durch Digitalisierung](#)" (German only).

The 3 main objectives of the first expansion stage of Phoenix included:

- 80% of all first-level requests are processed uniformly and in a process-supported manner
- Faster and easier training: 3 days instead of 3 months
- Process standardization: all processes for all clients in all languages for all channels

The flexible basic concept and open architecture allows the solution to be expanded at any time with additional inbound channels such as chat or speechbots and additional service processes to further automate the handling of customer concerns. As a leading service management center in the energy industry, CC Energie is thus ideally positioned to further increase service quality on behalf of its customers and to use this as a competitive advantage.

Services

What services have we provided?

As [digitalization](#) partner of CC Energie, FROX helped designing and developing this innovative customer service management solution. One of the major challenges was the [integration](#) of the peripheral systems (SAP ISU, telephony, output management, etc.) into the end-to-end processing. Due to the nature of Corona, the Phoenix project was carried out almost exclusively remotely and was successfully implemented in a remarkably short time thanks to close cooperation with the customer center, IT, and the integration partners involved.

Our services for CC Energie:

- Support for requirements engineering, involvement in design and UX, implementation support
- Solution architecture, agile [software development \(SCRUM\)](#), continuous delivery
- Project management
- Maintenance and [support](#)

Platform

- Axon Ivy