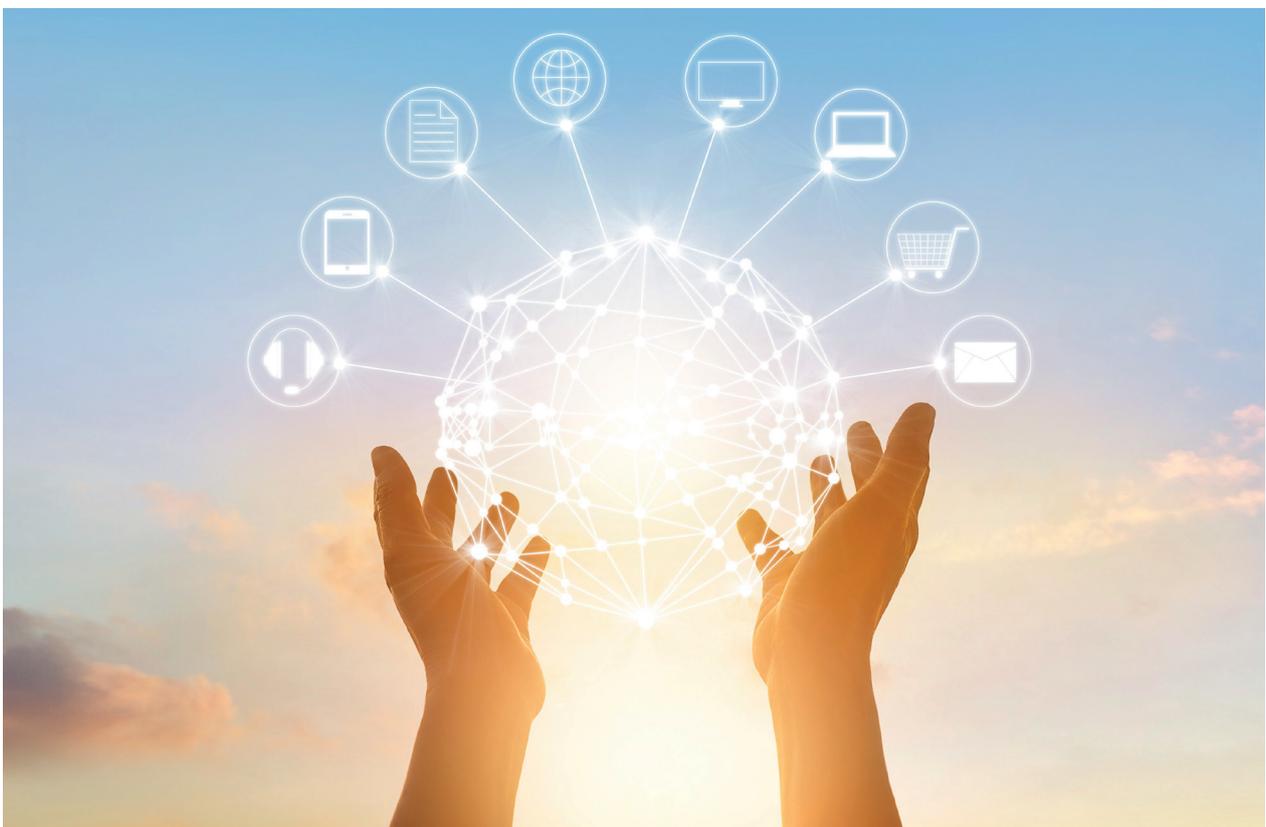


Teleopti Success Story **Telia**

## Telia collaborates with Teleopti to transform the customer experience



**Telia Company AB** is on a mission to set the customer at center stage, always at the core of the company's efforts and vision. This comes in providing star-quality service at every level of the customer journey, through a unified omnichannel experience, whether that be over the phone, via digital communications or in-person in-store.

The aim is that a Telia customer should walk away, not just satisfied with the service they received, but feeling that it went above and beyond their expectations. It was this ambition that had Telia turn to Teleopti in 2012 to help make these stellar customer journeys a feasible reality.

## Operations Insight

Telia Company AB is the dominant telecom and mobile network operator in the Nordics and the Baltics. Headquartered in Stockholm, Sweden, regional offices and retail boutiques (currently 83 boutiques) abound throughout the country.

For Telia's contact center operations, the agent workforce numbers at around 4,000 and respond to some nine million customer queries per year. Telia's operations are omnichannel with the conversational platform, ACE Premium Cloud, so customers can choose the channel they want to communicate through: phone, e-mail, chat or social-media channels. In addition, there are five to seven agent-skill levels in place at any given time. The agent-customer interactions are multi-dimensional, falling under both typical customer-service queries as well as technical-support requests.

### The search for the right solution

To easily manage these customer journeys and multi-skilled agents, so as to provide world-class customer interactions, Telia needed to complement its conversational platform, ACE Premium Cloud, with a modern, state-of-the-art WFM solution. A WFM solution that was equally ambitious, ready to match Telia's needs and make its customer-centric mission an actuality. The chosen software thus also needed to keep things simple and be easy to understand and use.

### What sealed the deal: A shared vision

Essential was finding a forward, innovative WFM supplier with a spirit of collaboration that would enable close, mutual efforts in product development.

"Teleopti was the best candidate as they really know how to listen to the customer. In addition, the solution was close to ready for seamless integration with our ACE Premium Cloud," says Daniel Tikka Zandhers, Head of Workforce Operations at Telia.



What ultimately decided it was that Teleopti truly understands and shares our vision about going forward through providing exceptional customer service. This was enabled thanks to their supplying the best digital technology and tools that supported our common vision.

Teleopti's user-focused approach to its solution of course also helped this decision as the WFM software needed to be something that planners, managers and agents could get using as quickly, and productively, as possible. Daniel comments, "What we particularly like is their user-focus, making it easy for our staff to get on board and be able to use the system right away."

### A true collaboration

"We signed with Teleopti in November 2012, and by Spring 2013 the solution was up and running. There were no hitches, no complications - it was a good, effective implementation," says Daniel.

"We especially commend the team on the high level of receptivity they showed the entire time - e.g. reacting swiftly when there were deviations," comments Daniel.



We challenged and helped each other, and found solutions together. This is exactly what we appreciate in a partner relationship.

Teleopti Consultant Per-Arne Karlsson, who accompanied Telia through the whole journey, says "Our collaboration was amazingly tight throughout the entire implementation phase - something that was very good for the both of us. In fact, our collaborative efforts in product development are still ongoing and will continue to be."

### Fulfilling requirements, and more

"Teleopti has fulfilled all our requirements," says Daniel. "What has impacted our results the most is the ease with which our WFM team can use the solution and revise forecasted data." Daniel and his team have seen an enormous improvement through schedule optimization. Furthermore, agent adherence is high and continues to be on track.

### Reacting swiftly - with real-time visibility

"The level and ease-of-use of Teleopti's intraday management program lets us respond immediately to the changes that are constantly taking place in a contact center - e.g. agents call in sick or must suddenly leave early to pick up ill kids, or worse, quit at a moment's notice," says Daniel. "It's all automated and done in no time."

## Retail Renovation – improving customer interactions at every level

Extending past its efforts to revolutionize and optimize customers' contact center experience, Telia also worked to improve its customers' in-store interactions. Having already seen the benefits of Teleopti WFM in its contact centers, in 2014 Telia looked to collaborate with the WFM vendor again, but this time for retail staffing.

Investigating how WFM improved customer service within stores, in 2016, there was an increase in employee availability meaning a 14% decrease in customer waiting times. This increase of availability via automated scheduling offers a three-fold business value for the company: increased level of customer service

through shorter queues; increased sales because of losing fewer customers due to long waiting times; and happier staff through a more even sales schedule.

## Agents' delight in having a say

As for the some 4,000 agents that are using the many modules now available to them, the one that delights them the most is the option to request days off using an online self-service tool. Answers come back quickly – all automated – which is a major asset for agents in planning their social and family life.

Moreover, they highly appreciate being able to request the shifts they'd prefer to work. Surveys carried out by Telia confirmed the importance agents place on being able to have a say about their schedules.



In a nutshell, we've learned from our collaboration with Teleopti that terms such as “user-focus” and “work-life balance” are not just empty phrases.



## Challenges abroad, opportunities for the future

The contact-center industry faces many challenges, one of which is that in certain areas of the world, it suffers from a poor reputation.

“We’re working very hard on trying to change this perception by teaching and empowering the staff to manage their working life to the greatest extent possible – e.g. choosing their working hours. The Teleopti solution is ideal for this,” says Daniel.

“The next step we foresee is staff themselves being able to make changes in the schedule, move breaks or lunch around, or work more administratively, if necessary – on the very same day in question.

We also see an opportunity in the future to allow employees, during quieter periods in the retail boutiques, to have a part in the part of Telia’s digital customer dialogue (via email and chat) through the ACE Premium Cloud.”

### Nothing less than star-quality service

The result of Telia reaching for the stars and implementing Teleopti WFM? Contact centers and stores that are running smoothly, giving stellar customer service. “Teleopti? They promised and they delivered,” concludes Daniel.



Telia Sweden in figures:

Platforms: Teleopti WFM, ACE Premium Cloud (Conversational platform)

Number of agents: 4000

Number of retail boutiques: 83

Number of boutique staff: 800

Volumes: 9 million calls; 300,000 emails; 500,000 Chat; Social Media

Number of shifts: 900,000 a year

We are Telia. The New Generation Telco.

Our 6,700 talented colleagues serve millions of customers every day in one of the world’s most connected regions. With a strong connectivity base, we’re the hub in the digital ecosystem, empowering people, companies and societies to stay in touch with everything that matters 24/7/365 - on their terms. Headquartered in Stockholm, the heart of innovation and technology, we’re set to change the industry and bring the world even closer for our customers. [www.teliacompany.com](http://www.teliacompany.com)



Teleopti, a Calabrio company, helps organizations empower their employees to provide outstanding customer service through our cloud-first workforce management (WFM) software. We are a global team of innovators and experts focusing 100% on WFM, enabling companies with user-friendly automation and optimization of omnichannel forecasting, scheduling, and people management. Teleopti WFM supports companies’ profitability by elevating operational efficiency, employee engagement, and customer experience. Since the start in 1992 we have grown our customer community to 100 countries, collaborating with partners worldwide, and today Teleopti WFM plans and empowers over 500,000 employees. For more information visit [www.teleopti.com](http://www.teleopti.com)