



1&1

PROVEN RESULTS WITH CCSP AND SHIFTING TO A CLOUD MODEL FOR CUSTOMER SERVICE

At a Glance

CUSTOMER PROFILE

1&1 is a German-based services provider, with a global customer base supported by over 7,000 employees located across 10 countries. Aside from their home base, other office locations include Spain, France, England and the U.S. Founded in 1988, the company has expanded to provide a wide range of offerings, including mobile services, DSL, Web hosting and e-commerce solutions.

GOALS

- Migrate from on-premise to IP-based platform that could support all of 1&1's contact center sites from a centralized location
- Support peak requirements on a global basis and scale according to future growth.
- Deliver customer specific solutions that ease application access, administration and integration.
- Reduce TCO by eliminating exorbitant CAPEX, in-house IT support and other costs.
- Integrate with 1&1's own business process logic call data analyzer (CDA) which ultimately allows them to provide a differentiated and enhanced service experience to their customers.

SOLUTIONS

1&1 deployed Enghouse Interactive's Contact Center: Service Provider (CCSP), a cloud contact center as-a-service platform offering omni-channel customer interaction solutions, flexible communication and application integration that allow them to optimize their customers' experience with the contact center and to be operationally efficient for 1&1.

Background

1&1 is a German-based internet services provider, with a global customer base supported by over 7,000 employees located across 10 countries. Aside from their home base, other office locations include Spain, France, England and the United States. Founded in 1988, the company has expanded to provide a wide range of offerings, including mobile services, DSL, Web hosting and e-commerce solutions.

The Challenge

To cover all these geographies, 1&1 had taken a decentralized approach with customer care by having standalone, on-premise contact center operations in each market. While this approach provided localized customer service, the costs were high, and contact center resource utilization was not optimal. This model was also limited in its ability to enable responsive and effective service, as calls (and other contacts) could not be routed intelligently to wherever the best-qualified agent was located.

With such a broad range of offerings to support, 1&1's legacy solution lacked the requisite flexibility and scalability needed to support their pool of over 3,000 agents distributed over multiple contact centers in multiple geographies or to provide them with updated capabilities or new features to serve an evolving customer population.

The limitations of 1&1's decentralized, legacy model resulted in exorbitant costs and prevented optimal resource utilization. The standalone contact center was lacking in functionality such as intelligent routing, which hindered customer service's ability to deliver responsive and effective service.

With the company being in a high-growth mode, it became clear that a model with distributed and regional based premise contact center equipment was neither sustainable nor practical. This legacy-based approach may work well in a stable, mature market, but 1&1 continues to introduce new services for a global customer universe that demands

BENEFITS & RESULTS

- Provide vendor agnostic solutions that address its clients' needs in advance of a preference for a particular hardware or software product.
- Enable seamless deployment of contact center elements that previously had limited range of interworking, including ACD, IVR, CTI, multimedia call/contact recording and administrative tools.
- Leverage unprecedented flexibility to provide agents with better tools and customers with a better end experience; and advanced functionality providing supervisors with real-time global view into overall operations, performance and customer experience.
- Enhanced and flexible administrative tools so operations can easily and effectively manage a global contact center footprint.
- Set the cloud-based contact center foundation that enabled 1&1 to earn the top ranking for customer service by Chip for Mobile Operator, and Fixed Network and Internet; and top contact center performance honors for "accessibility," "waiting time," and "service."

the latest in online services. Most of 1&1's customers are entrepreneurs and independents, who by nature rely on technology for their success. They are valuable customers because they need — and are willing to pay for — high-end services that are reliable, cutting-edge and enhance productivity.

By extension, these business customers also have high expectations for customer service, which requires responsive, capable agents who can resolve their issues quickly. 1&1 recognized the overwhelming challenges of meeting those needs with their existing environment, and developed a set of requirements upon which a new solution would be based.

Over the course of evaluating a new solution, 1&1 understood that they needed an IP-based platform that could support all their contact center sites from a centralized location. These are core elements of Enghouse Interactive's Contact Center: Service Provider (CCSP), and when 1&1's specific requirements were further considered, the realization of why this award-winning platform was the right choice became crystal clear.

The starting point was shifting from a premise-based environment to creating a 1&1 private cloud-based contact center platform. Aside from being far less capital-intensive, CCSP immediately addressed 1&1 challenges related to having a decentralized model. Now, the entire contact center operation could be managed and contact center services are delivered from a centralized location, while at the same time extending a consistent user experience for all agents across all the regional operations. The contact center as-a-service (CCaaS) model also provides sufficient scale to support peak requirements today – concurrent calls for 3,000+ agents – as well as the global growth expected by 1&1.

Being IP-based, CCSP also brought unprecedented flexibility to provide agents with better tools and customers with a better end experience. First is the ability for supervisors to have a real-time global view into overall operations to monitor performance and ensure customers are managed as efficiently as possible.

Of primary importance is the ability to intelligently route contacts across all operations. With CCSP's dynamic call flow scripting feature, 1&1 is now able to leverage their entire pool of agents regardless of location, reducing wait times by ensuring customers are connected to the agent best-suited to promptly resolve their issues.

CCSP's multi-tenant architecture eases and simplifies key contact center business requirements, the process of adding agents, extending functionality and implementing new communication channels. It allows the contact center to adapt quickly to changes in the business without having to invest in new infrastructure or consume in-house IT resources. CCSP, a contact center as-a-service, brings an inherent scalability and flexibility conducive to growth on an "as needed" basis.

Another important differentiator is how CCSP's inherent flexibility and comprehensive feature set provided seamless integration of contact center elements that previously had limited range of interworking. Key elements for 1&1 were ACD, IVR, CTI, multimedia call/contact recording and administrative tools. With all of these assets tightly-integrated on a common platform, 1&1 had what it was truly looking for – a complete contact center suite to support omni-channel communications globally, but managed on a centralized basis.

CCSP's inherent flexibility allowed for seamless, tight integration of Enghouse Interactive, 1&1 and third-party applications on a common platform, creating a comprehensive contact center environment.

1&1 needed CCSP's flexibility to extend beyond Enghouse Interactive's applications. In addition to the benefits mentioned, CCSP's API set also allowed integration with 1&1's Call Data Analyzer – CDA, 1&1's own business call-process logic platform. With the integration of 1&1 CDA and CCSP voice self-service and routing engine 1&1 realized additional value by streamlining the customers' experience both in the IVR as well as when reaching a live agent. The integration also automates configurations with CCSP's various applications, ultimately improving the lifecycle of the customer interaction.

The Results

With CCSP, 1&1's shift to a cloud-based model has quickly yielded impressive results. In November 2015, research findings were published in the trade journal Chip about the performance of customer service hotlines among Germany's major service providers. Overall, 1&1 was rated #1 in two separate categories: Mobile Operator, and Fixed Network and Internet. In terms of more granular contact center performance, 1&1 rated very highly in several areas, most notably "accessibility" (98 out of 100 points), "waiting time" (94), and "service" (93).

While these metrics are based on industry-level performance relative to other service providers, they certainly reflect levels to which all contact centers would aspire. Not enough time has yet passed for 1&1 to report comparable metrics for internal performance, but even at this early stage, it's clear they are on the right path for aligning their contact center operations with the needs of today's customers.

About Enghouse Interactive

Enghouse Interactive's integrated suite of solutions includes multi-channel contact center, self-service, attendant operator consoles and workforce optimization. This wide portfolio places us in the unique position to offer customers and partners a complete, fully featured solution from a single vendor. These solutions support the full range of deployment methods from premise-based to private, public or community cloud and even hybrid requirements.

