

Telekom Austria Transforms Service Delivery with Optimized Workforce Management Solution



Telekom Austria, together with workforce management specialist ClickSoftware, has achieved a long-term increase in the quality of its field services as a result of a large-scale service optimization project that began in 2001 and was completed in 2009.

The Company

Telekom Austria, the fixed-line network subsidiary of Telekom Austria Group, focuses primarily on the Austrian market, and with more than 2.3 million residential and business customers, it is Austria's largest telecommunications provider. The company has been listed on the Vienna Stock Exchange since 2000, and in 2008 it generated sales of approximately EUR 5.2 billion. Telekom Austria employs about 17,000 employees throughout Europe, 950 of whom are deployed as customer service technicians within Austria, where Telekom Austria's field service operation is organized into five regions. Austrian dispatchers manage 78 teams, processing up to 5,000 customer inquiries and orders daily.

The Challenge

In order to increase customer satisfaction while simultaneously reducing costs, Telekom Austria required significant improvement of a number of technical customer service operations. For example, before the introduction of a software system, scheduling and deployment of service technicians were performed manually by a dispatcher. At the start of the workday, he/she assigned jobs to various service technicians.

"A few years ago, our dispatchers collected printed sales orders and inquiries, organized them the following day, and distributed them to the appropriate technician," said Stefan Amon, director of field service, Telekom Austria. *"This procedure resulted in some routes being completely maxed out or the technician having to travel long distances between job sites. Other technicians in turn were scheduled for emergency services only and therefore constituted wasted resources."* This is precisely where the company saw great potential for optimization. Improving this process - in the sense of automating it as much as possible - not only meant a more efficient use of employees, but also improved the quality of service. The goal: introduction of an automated personnel allocation system that supports the work of the dispatcher and optimizes technicians' assignments.

Benefits

- **25% increase** in field technician productivity
- **Significant increase** in customer satisfaction
- **Nearly 100% of field service appointments met**
- **Improved brand image** in terms of reliability, flexibility and service quality
- **Shorter travel times between job sites and long-term reduction in travel costs**
- **Seamless information transfer**, leading to greater back-office productivity
- **Higher problem-solving success rate** in initial appointments

The Solution

In cooperation with consultants and technical specialists from ClickSoftware, Telekom Austria started in 2001 with the implementation of a comprehensive workforce management solution. The crucial factors to be addressed were the input options for the schedule management system and its integration into the company's own CRM database. Access to the schedule management system and the CRM database is now available via the field service technician's mobile terminal, using Microsoft.NET technology. As for the scheduling component, Telekom Austria decided on the ClickSchedule solution from ClickSoftware.

ClickSchedule integrates and takes into account all of Telekom Austria's guidelines and, within this framework, specifies how schedules should be set. When a dispatcher answers a customer order, ClickSchedule automatically applies the previously defined parameters, such as the customer's location and the technician's current location and his/her qualifications. In other words, ClickSchedule automatically ensures that in each case the right technician with the necessary skills will be dispatched at the right time to the right place.

"In this way we have laid the technical foundation for maximum utilization of personnel capacity, and we can avoid manual intervention in the planning system as much as possible," said Amon. The result: A 25% increase in productivity was achieved in recent years.



Since 2005, the system has been able to automatically tell the dispatcher the schedule for each of the technicians on his/her team. Each technician in turn receives all information required for planning - and all updates or changes in the system - simultaneously on his/her mobile device. In 2006 and 2007, the system was extended to include a comprehensive solution for route planning, which is always available to the technician via the mobile device. The latest innovation: Since 2008, Telekom Austria's service technicians have been able to make appointments and enter them into the system via the mobile device, and they can now send order confirmations to their customers directly from the road by fax or email.



The Results

The phase of restructuring and implementing new software tools at Telekom Austria was planned to occur over several years. The above successes, resulting from systematic and continued development in the area of service improvement, show that the work has paid off. In 2009, Telekom Austria successfully upgraded to version V7.5 of ClickSoftware's ServiceOptimization Suite, and in coming years the company will continue to rely on ClickSoftware for optimized service operations.

About ClickSoftware

ClickSoftware is the leading provider of automated workforce management and optimization solutions for every size of service business. Our portfolio of solutions, available on demand and on premise, create business value through higher levels of productivity, customer satisfaction and operational efficiency. Our patented concept of 'continuous planning and scheduling' incorporates customer demand forecasting, long and short term capacity planning, shift planning, real-time scheduling, mobility and location-based services, as well as on-going communication with the consumer on the expected arrival time of the service resource.

As the pioneers of the 'W6' concept more than 30 years ago, we have perfected solutions for solving a wide variety of problems on Who does What, for Whom, with What, Where and When. The combination of proven technology with educational services helps businesses find the right balance between reducing costs, increasing customer satisfaction, employee preferences and industry regulations/legislation. ClickSoftware's solutions manage over 200,000 resources in service businesses across a variety of industries and geographies. Our flexible deployment approach, breadth and depth of solutions and strong partnerships with leading CRM/ERP vendors and system integrators makes us the number one choice to deliver superb business performance to any organization. The company is headquartered in the United States and Israel, with offices across Europe, and Asia Pacific. For more information, please visit www.clicksoftware.com. Follow us on Twitter.

"In our view, ClickSchedule is the best scheduling solution that is currently available on the market. By using ClickSchedule we were able to increase productivity, efficiency and customer satisfaction significantly."

Herbert Heitzinger, Head of WFM Development, Telekom Austria

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