

“ITyX’ Approach Is Promising And Innovative”

Commerz Direktservice’s top priority is focusing on the customer. Whether by phone, fax, e-mail, Internet or WAP – as cutting edge communication center, Commerz Direktservice processes inquiries 24/7 at over 500 workstations across all communication channels, delivering comprehensive customer relationship management on behalf of Dresdner Bank, Arcor and Allianz Dresdner Bauspar AG and other clients.



Bernd Witzke System Integrator, Commerz Direktservice, “The scope of Mediatrix’ functionality covers all our needs.”

ABOUT THE CLIENT

Commerz Direktservice GmbH handles all electronic customer correspondence at their mail service center, using the Mediatrix E-mail Response Management solution. Mediatrix handles several hundred interactions daily by classifying, distributing and evaluating inquiries depending on customers’ needs.

In its industry, Commerz Direktservice GmbH’s communication center in Duisburg is among the service providers with the highest volume in the German marketplace. Since late 2002, Commerz Direktservice has been relying on Mediatrix – ITyX’ solution for intelligent e-mail response management.

Before using Mediatrix, this service provider processed e-mail in Exchange/Outlook, running, like so many organizations handling a medium to large volume of e-mail, into the common problems: Sorting incoming e-mail was cumbersome and, with the growing importance of e-mail as a medium of communication, the frequent forwarding and copying of complex inquiries became technically and organizationally increasingly challenging. Delayed responses and long processing times did not live up to the high service standards. Neither was there any potential for improvement, nor did agents have direct access to any support.

Today Mediatrix offers Commerz Direktservice agents a variety of helpful resources when processing incoming e-mail. Using adjustable filters and self-learning evaluation procedures, e-mail inquiries are prioritized, sorted in thematic holding patterns and presented to the designated representative.

While processing an e-mail inquiry, Mediatrix offers representatives boilerplate text components, comprehensive suggestions for a response and access to intelligent knowledge databases for the best possible response. Agents have the option to view a customer’s entire e-mail history upon opening an e-mail message. Once an e-mail message has been responded to, it’s filed automatically and can be retrieved by using various search options. No more error-prone filing in manually created folders.



COMMERZ DIREKTSERVICE’ CHALLENGES PRIOR TO MEDIATRIX

1. High staffing needs due to manual sorting of incoming customer e-mail inquiries
2. Erroneous forwarding and inconsistent case histories
3. Duplicate responses, sometimes with differing content
4. No systematic process for creating e-mail campaigns (multi-response)
5. Filing of e-mail correspondences didn’t meet archiving guidelines
6. No effective, timely reporting to control resources and monitor quality

“We put the functionalities of available systems side-by-side, using a decision matrix. We gave features we thought particularly important, such as detailed permission structure, more weight than features that just would have been nice to have. We achieved a result that exactly fit our needs in every way. Of course, we also considered the initial purchase price and anticipated ongoing operating costs. But we also looked closely at how the vendors interacted with us on a personal level. How did the company come across during the presentation? ITyX addressed our questions remarkably constructively. During the entire time, the tool evolved continuously and has now reached a level of functionality that fulfills all our expectations and needs in its practical application.”

PERFORMANCE FEATURES RELEVANT FOR COMMERZ DIREKTSERVICE:

- System has to be fully customizable to fit the users’ structures and processes already in place
- Skill-based routing and escalation workflow of e-mail should follow the same principle as ACD (Automatic Call Distribution), defining user groups and prioritization
- Ability to create detailed reports on each step of processing inquiries
- Detailed user admin with individually customizable permissions
- Easy installing and updating options

- In addition to processing incoming e-mail, systems needs to provide ability to create and manage outgoing e-mail campaigns
- Option to view all previous e-mail correspondence (case history) when responding to an e-mail inquiry.

“Back in September of 2002, when we weighed Commerz Direktservice’ needs in terms of performance spectrum against the cost of a system, we came to a clear decision in favor of the intelligent E-mail Response Management Solution “Mediatrix” by ITyX. We thought their approach was very promising and innovative. We particularly liked the option to route incoming e-mail either by keyword or via the intelligent, self-learning system PTME, which can also be done in combination – a unique feature no one else offered at the time.”

“In order to successfully complete the project, we needed a detailed description of requirements and deliverables, defining desired features and functionalities. Within one month, all e-mail services were migrated to the new system. Commerz Direktservice has been using the system for almost three years now. In February 2004, we were upgraded to an even significantly more advanced version. Since May, we are sending several thousand additional newsletters each month, using the system – and we are far from reaching the max in this evolution.”

RESULTS:

1. About 90% of all e-mail is automatically sorted into the right thematic categories
2. Total incoming volume has gone down by about a third due to the prevention of forwarding
3. Using standardized, boilerplate text components significantly improved the quality of responses
4. Duplicate checking and integrated case histories prevent duplicate processing
5. Service level controlling through real-time reporting and escalation management
6. Detailed cost controlling and budgeting for e-mail management services

