"Tele2's success as a business depends on how well we understand our customers and how fast we can react to their ever-changing needs," stresses **Allison Kirkby**, CEO at Tele2.

TELE2 ACCELERATES USING BPM'ONLINE CUSTOMER SERVICE OFFERING

Tele2 is one of Europe's leading telecommunication companies, operating in 8 countries and servicing more than 40 million subscribers. Tele2's footprint includes both developing and mature markets. The company's most sizeable operations are in the Baltics, Sweden and Kazakhstan. Since 2003, Tele2 has grown from a small local carrier to a market leader by prioritizing customer service.

To serve their customers, Tele2 has pushed boundaries, leaving many marks in history. In 1986, the telecommunication company was the first to offer commercial internet access outside the US. While in 2015, Tele2 was the first in the world to roll out a 4G-dedicated nationwide network.

8
countries

>40
mln subscribers

4G
1st in the world 4G-dedicated network

$2.5
billion revenue (2017)

"In the communications industry, loyal clients are the key to success."
- **Dmitri Petlin**, Head of Internal Service Operations at Tele2.

INNOVATION AND SPEED: ENABLERS OF TELE2'S GROWTH

The continuous growth left Tele2 with technology that no longer supported the company's unceasing expansion. The telecommunication giant was tending to thousands of requests per day through four contact centers in various time zones; jeopardizing the customer experience was not an option. It was time to upgrade. Bpm'online was selected for its ability to quickly implement the software, its proven successful adoption rates and its belief in change acceleration.

BPM'ONLINE PROVIDED THE TOOLS TELE2 WAS SEEKING TO DRIVE ACCELERATION

The ability to service clients through their preferred channel is a must for service-oriented Tele2. The unified database of Tele2 services in bpm'online facilitates the work of the service agents and regulates service processes. Bpm'online's technology enables Tele2 to swiftly process requests submitted via self-service portals, emails, phone calls, and the mobile application called 'Tele2 Companion'. The request is then automatically routed to the most suitable agent through automatic case routing capabilities powered by machine learning algorithms increasing not only the efficiency, but also the quality of the case resolution.

The new initiative with bpm'online was aimed at improving customer service, while ensuringTele2 had the flexibility and scalability to support rapid growth.

Now, each request from a client is answered within **40 seconds.** *The level of customer satisfaction has reached* **94%** *within only* **3 months** *of the project implementation.*

Tele 2 also integrated bpm'online with Web Dealer (internal portal), Umbrella (contact center software) and a fault management monitoring software to orchestrate service processes.

EVERY CUSTOMER DESERVES TO BE HEARD

The history of all reported events is tracked in the unified database with real-time analytics. This helps Tele2 monitor known problems and errors and easily identify pattern correlations. Additionally, viewing this data in real-time is simple with bpm'online's dashboards. Tele2 is able to analyze the data by case resolution type, time spent on case resolutions, overdue cases, territories, service teams, etc. In addition to powerful analytics, Tele2 also leverages bpm'online's best practice business processes that included incident classification, investigation and resolution, incident closure and customer feedback collection.

With these key processes available out-of-the-box, the project implementation and migration of data was completed in less than 8 months.

"The flexibility and easy customization were the most attractive aspects for us in choosing bpm'online," explained **Dmitri Petlin.** *"We were also impressed with the timeframes and high delivery standards guaranteed by the company."*

REVOLUTIONIZED CUSTOMER SERVICE

Due to the auto-case routing capabilities that quickly identify the appropriate agent by service type and territory, Tele2 has significantly accelerated the speed of case processing. Now, each request from a client is answered within 40 seconds. The level of customer satisfaction has reached 94% within only 3 months of the project implementation. Tele2 believes that respecting the customer's time is key to a happy, loyal customer. And at the end of the day, it's all about the customer.

"By deploying bpm'online, we've quickly focused our employees to working as a team to maintain strong customer relationships with our clients while streamlining our internal and external service processes," added **Dmitri.**

Today, Tele2 manages about **10,000** *requests a day using bpm'online.*