

## Case story



## Debitel, one of Denmark's largest Mobile Services Providers, experiences significant sales leap with Netop Live Online Customer Service Software

"Netop Live is the only product available in the market that offering the highest security standards with its collaborative communication solutions. Debitel is proud to work with Netop, a clear leader in the telecommunication industry. We look forward to better serving our customers and enhancing our sales efforts using Netop Live Secure Communicator."

*Thomas de Silva Josefsen,  
business development manager at  
Debitel*

### Challenge

For years Debitel's executives have been interested in implementing a communications product that would provide a quick and direct service for Web-based customers. With the majority of its sales based on the Web, the company needed a feature that enabled employees to provide support and meet their customers online. However, at the time of their initial search, no solution was available to foster Web communications in a collaborative, secure manner.

### Solution

Debitel implemented the Netop Live Secure Communicator in February 2007 to enhance the company's customer support system. The solution provides a range of services including Web conferencing, secure chat, one-button "click to talk", video and audio conferencing, desktop and file sharing and co-browsing. This unique product allows companies to aggregate sales and customer service while providing improved customer interaction through more personal communications.

### Results

Debitel fields more than 200 customer messages a day with Netop Live, 15 percent of which lead to sales. Implementing the solution has helped the company increase its overall sales. Debitel's phone sales have not decreased; however, Netop Live has added to overall product and service sales for the company. When Debitel's customers shop for a product on the Internet, such as

a mobile phone subscription, they are now able to ask Debitel representatives about features of the phone and subscription specifics. According to Debitel, customers in their 20s and 30s are initially more comfortable using the chat service and all customer feedback has been positive.

*Debitel is one of the largest mobile services providers in Denmark offering a wide range of telecommunication products including mobile, landline and Internet services. The Albertslund-based company has more than 450,000 customers and 150 employees.*

### Summary

Debitel wanted to increase Web-based sales, and improve Web-based services.

Development of an on-line sales and service presence with live agent interaction and the ability to remotely take over a customer computer by means of Netop Live.

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Client *Debitel*  
Country *Denmark*  
Industry *Telecommunications*