

CASE STORY: POST DANMARK

Live chat proves effective for Post Danmark - costs fall while service levels rise



Benefits of using Netop's live chat solution

- 400 live chat inquiries per day
- Investment quickly recouped
- Substantial customer satisfaction
- Dynamic dialog with customers
- Opportunity to gather useful information
- Easy to systematize customer feedback
- Direct impact on product development
- Each employee can deal with 4-5 customers at a time
- Customers do not need to change medium in order to get help
- Easily accessible user interface
- Possibility of proactive service for website visitors

Danes are the undisputed most digitalized people in Europe, but the post still needs to be delivered to both private and corporate customers. At Post Danmark, the entire digital world, with communication via the Internet, is an important and integrated part of the business and Post Danmark is constantly seeking new ways to optimize its operations. Its client services aim to be 'digital, self-served and surprisingly simple', and this is where Netop's live chat solution, Netop Live Guide, comes in.

Meet clients where they are

Two hundred employees at Post Danmark's call center are ready to take calls from clients with questions about everything from postage to changes of address during the holidays. Some of the customers calling in are simultaneously logged on to Post Danmark's website and need help to find what they are looking for.

"Our clients expect us to be digital. We would like to meet that expectation," says Eva Malene Hartmann, who is Head of Process and Sales at Post Danmark. "We all use websites which provide the opportunity to chat to customers and we think that is a smart way to be serviced. We would, of course, like to provide the best possible service to those customers who call in to get help with our website, but thought: Why use the telephone? Why do they need to change medium in order to get help? We therefore found Netop Live Guide interesting," explains Eva Malene Hartmann.

Most companies with large, complex websites are constantly working on making their sites more user-friendly. This also applies to Post Danmark. Customers' feedback is an invaluable resource in this endeavor, although systematizing the feedback received by call center employees via phone has been a big challenge. Five clients may call in with the same problem but it is cumbersome to record and schematize verbal conversations. "With chats, we are suddenly receiving a lot of information which is easy to systematize. This enables us to significantly improve our website," says Eva Malene Hartmann.

Enthusiastic employees

Only 10 employees are currently using chat and at this point in time they have chatted to 8,000 customers during the first three months. It seems that customers quickly grow accustomed to using chat, also despite Post Danmark having chosen a solution that requires the customer to initiate a chat.

"As more customers begin to use this facility, we will need to train more staff members in using the system. This won't be a problem."

It is not unusual for employees to be a little skeptical when required to switch from a familiar technology to a completely new one. Post Danmark did not experience this, however, when they introduced Netop Live Guide, on the contrary.

"There was probably an element of uncertainty in the beginning but this was mostly about whether the responses we were writing were good enough. The key has been to help customers help themselves, however.

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Post Danmark A/S can trace its history as far back as 1624 when King Christian IV signed a decree concerning the establishment of a network of postmen in Denmark. Ever since then, we have provided reliable, fast and inexpensive transport of mail in Denmark and abroad.

I have noticed considerable enthusiasm among staff. They would like us to expand the solution, make it more comprehensive. I hear them say: 'When will we see something else coming? Come on - this is good!'"

Concrete bottom-line results and satisfied customers

Eva Malene Hartmann looks forward to tangible results on the bottom line once the system has had the chance to operate for a while. "The number of telephone calls and emails we receive has fallen and we regard live chat as one of the key reasons for this. We expect significant savings going forward since chats are cheaper to manage than other forms of customer interaction. As a result of the successful implementation and Live Guide's user-friendliness, our investment will be recouped within a few months, which corresponds with somewhat less than 50% of the estimated time," she explains enthusiastically.

There has also proven to be a need and considerable satisfaction among customers. From the many customer responses, Eva Malene Hartmann can read aloud how good the solution has been: 'Wonderful to receive professional help', 'Thanks for your quick response', 'Wonderful that you are so dynamic'.

Exciting prospect of proactive chat

"I think this contributes to giving us a modern image and an experience of being far more accessible for the customer," she says. "It could be really exciting to have the proactive service where we pop up on chat and ask if we can help when the customer has surfed on our website for a little while."

The live chat solution significantly boosts service levels and Eva Malene Hartmann and her customer service colleagues are already working on various new ideas, including longer chat opening hours and how the customer can feel recognized on the website.

"There are obviously some questions we need to have clarified in that regard. We would certainly like to link the solution to our CRM system. We just need to find the balance whereby our customers feel recognized without feeling monitored."

Will the solution have any influence on your product?

"Very much so - since we are receiving information in a systematic way, which did not happen in the past. This enables us to react immediately if several customers approach us with the same problem or with the same suggestion for improvement. We suddenly become much more dynamic in our relationship with customers," concludes Eva Malene Hartmann.

"Post Danmark's client services aim to be 'digital, self-serviced and surprisingly simple'. Live Guide is an important tool for meeting those goals."

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