



Digital Innovations

# Towards better service Customer 2.0 – meet the challenge

**TietoEnator**   
Building the Information Society

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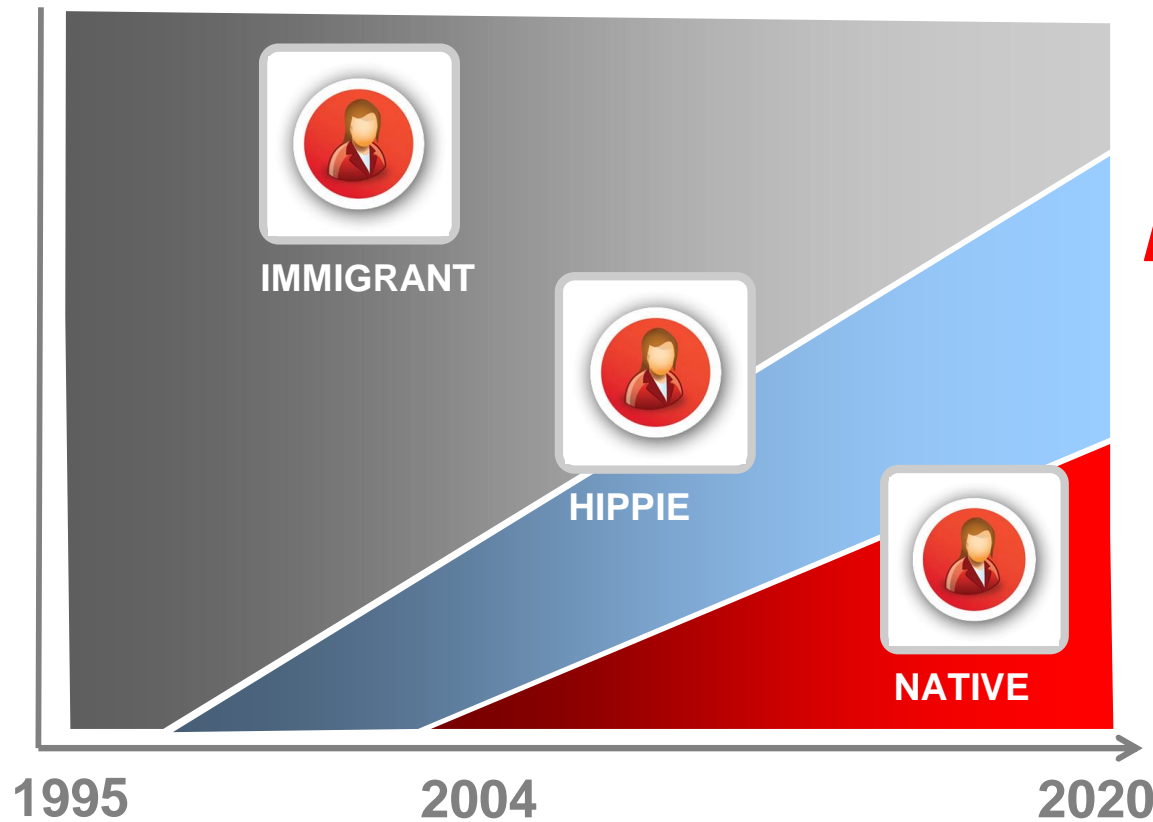
Thomas Villinger, Business manager

## Gartner predict (2006)

**The number one factor for coming 3 years is: The change of **end-consumer behavior** and the opportunities and threats connected with that!**

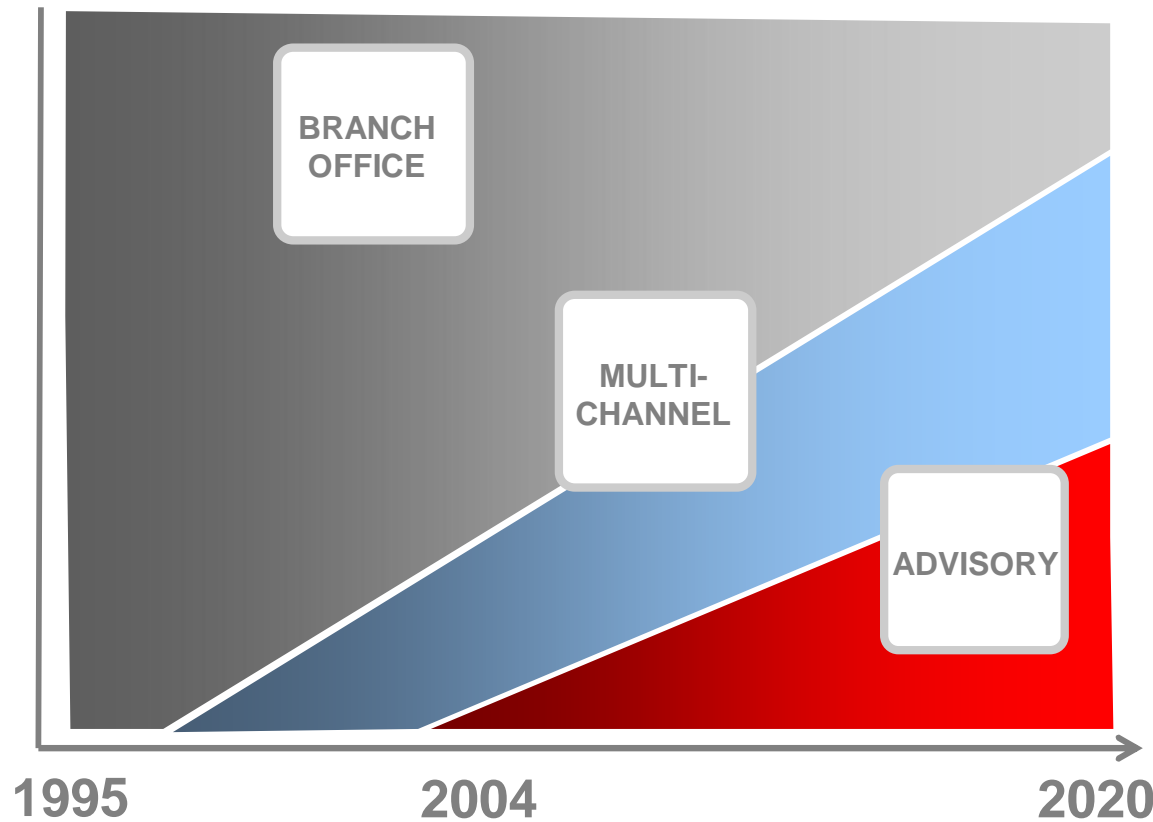
Aggregators Folksonomy Wikis User Centered Joy of Use  
Blogs Participation Six Degrees Usability Widgets  
Pagerank XFN Recommendation Social Software FOAF Browser  
Videocasting Podcasting Sharing Collaboration Perpetual Beta Simplicity AJAX  
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UMTS Mobility Atom XHTML SVG Ruby on Rails VC Trust Affiliation  
OpenAPIs RSS Semantic Web Standards SEO Economy  
OpenID Remixability REST Standardization The Long Tail  
DataDriven Accessibility XML  
Modularity SOAP Microformats Syndication

# When consumers change ...



*Digital Immigrants*  
*vs.*  
*Digital natives*

# ... also the skills and tools change



*Implications to the role of a sales representative*



# Changing consumer behavior will have impact on service creation

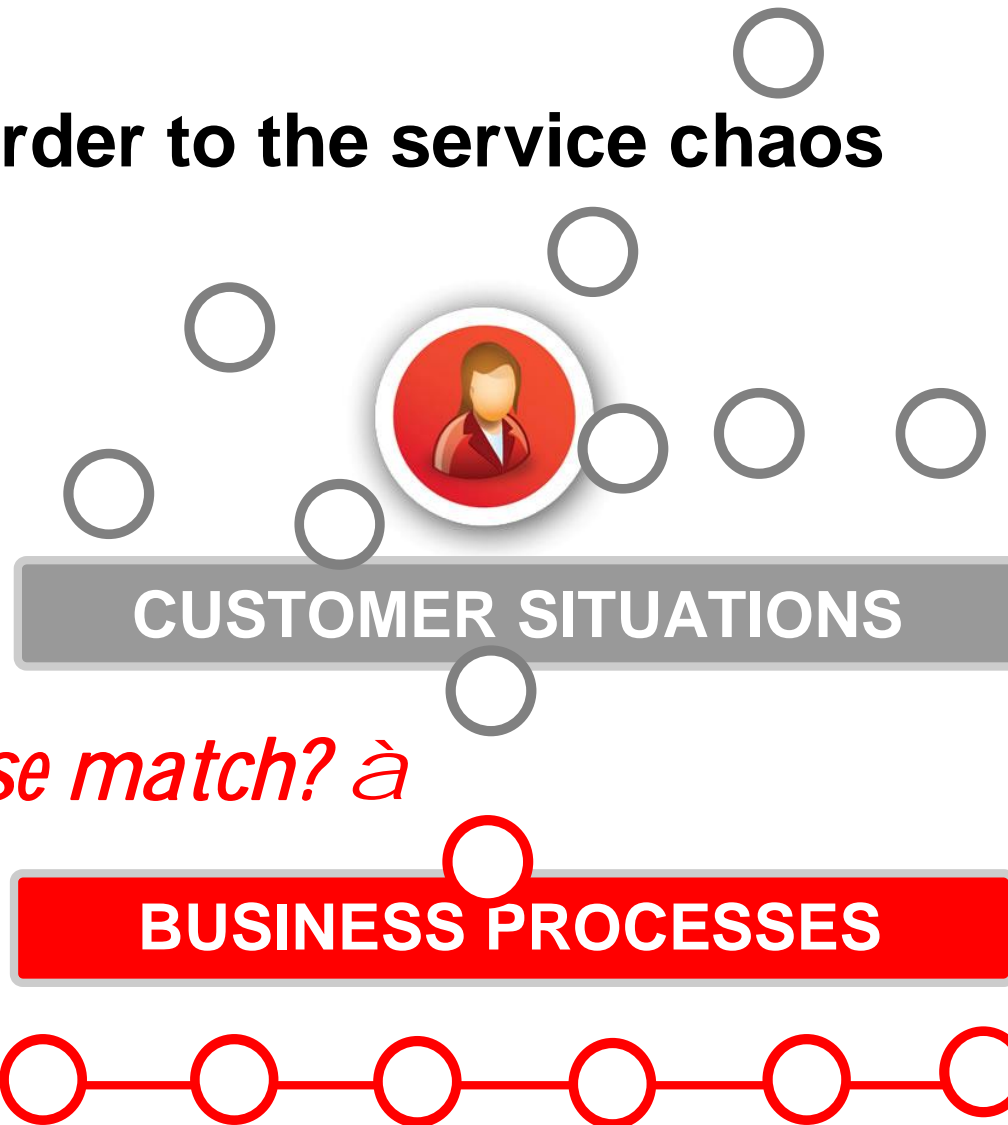


## Customer **situation**

True customer intimacy comes from understanding  
**customer situations**  
and by creating relevant winning service concepts

Multichannel customer service has to be very  
dynamic to react on inevitable changes in  
customer practices

# Bringing order to the service chaos





# Creating an ideal customer service process for customer situations across different channels

## Ideal service process

- § Meets customers needs and is easy to use
- § Is cost-effective for service provider

Preferred service situation	
Supported service situation	
N/A	

	Self services	Customer service	Email	Letter/ FAX	Branch office	Personal contact	
							Product Information
							Order Specification
							Installing time agreement
							Order Follow-up
							Connecting phone line
							Installation and first use

# How to build a multichannel customer service ?

- » Examine **customer situation** and create service concepts from the customer's point of view
- » **Map** the current customer service environment
- » **Redefine** the service model on manned and self service channels as integrated elements
- » Design the **customer interaction management** and process automation for flexibility between channels
- » Provide the **right tools** for your service personnel and design situation orientated service screens



# Digital customership elements

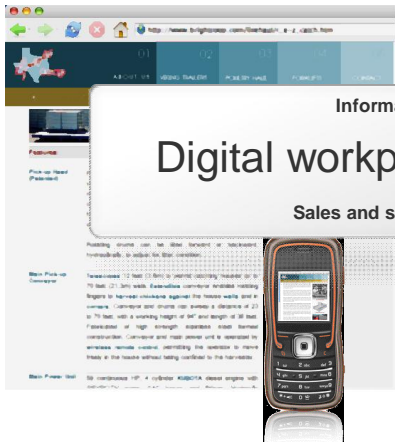
  
User is king.

User centric design of services

Information and tools

**Digital workplace**

Sales and service support

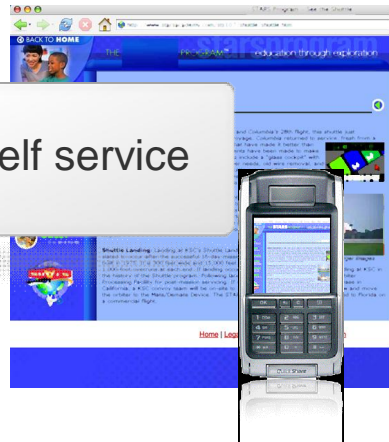


Common desk, session, meetings

Internet

**Digital self service**

Voice, Mobile



**Multichannel customer interaction**

Automation      Virtualisation

- Branch office
- Contact Center
- Sales Management



Connecting a customer request at the right time with relevant information with the most appropriate resource

Processes

Information

**BEST MATCH**

Resources

# Initiatives for improving sales and customer service processes



- » **VIRTUALISATION**  
of the enterprise
- » **INDUSTRIALISATION**  
of customer service processes
- » **INTENSIFYING**  
of customer contacts to increase sales
- » **IMPLEMENTATION**  
of self services

## Thank you. Please contact.

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