

**UPC-Noos, leading cable, Internet and telephony operator in France, selects InStranet's Contact Centers In-Line™ to power their knowledge hub ASK IT! to help agents deliver the highest level of customer service.**



**Company**  
UPC-Noos

**Industry**  
Telecommunications

- Business Statistics**
- 750 agents
  - 80% outsourced
  - 20% in-house
  - 2.4 million subscribers
  - 7 call centers
  - 4.6 million calls per year

- Objectives**
- Provide the right information the first time to agents
  - Increase customer satisfaction and empower agents
  - Inform channels on-the-fly about new product and promotion launch
  - Ensure consistent cross-call center knowledge processes

**The Solution**  
InStranet's **Contact Centers In-Line™**

**Background**

Increasing customer satisfaction was a strategic priority for UPC-Noos senior management and was the key driver for launching "ASK IT!" (*Application for the Support of Knowledge for Internet, Television, and Telephony*). Management wanted to ensure that both external and internal agents, regardless of their skills and role, had the right product and service information, the first time, to help customers. Moreover, management wanted one centralized knowledge application that would support their three key service areas: sales, technical, and administrative support.

**The Challenges**

Agents at UPC-Noos were relying on disparate intranets and keyword search to look for information during a call. Moreover, outsourcers were using their own proprietary intranets. In effect, there was no centralized knowledge base or knowledge processes for UPC-Noos outsourcers and internal call centers.

**For Agents**

Within both UPC-Noos' in-house and outsourced contact centers, agents were confronted with a lack of knowledge regarding new programs, promotions, products and procedures. In fact, agents often learned about new options while speaking to customers on the phone! As a result, agents didn't feel empowered to help customers.

resolution, which in turn impacted customer satisfaction.

**For Managers**

UPC-Noos frequently launches new promotions, services, and options. However, managers didn't have the capability to ensure each agent was aware of this information. In addition, as there was no effective end-to-end publishing process, call centers were not synchronized as to which promotions or procedures were the most current.

Managers also lacked visibility on what was actually happening in the outsourced contact centers, and feedback on which promotions or options were working best.



**"Using search engines, I could find some information that I was already familiar with from past calls, but whenever there was new information, I was completely lost."**

In addition, agents claimed they couldn't find the right information when they needed it, resulting in unnecessary transfers and lower first call

UPC-Noos realized they needed a centralized knowledge platform to improve customer service, ensure immediate and consistent product and service launch throughout their channels, and to give agents the information they needed to better do their job.

## The Solution

UPC-Noos selected InStranet's award winning Contact Centers In-Line™ (CCIL) application to manage and automate the delivery of profile-based content and knowledge to their entire network of in-house and outsourced contact centers.

## The Results

Within twelve weeks, UPC-Noos had a working application for more than 750 agents. Thanks to InStranet and their integration partner, BT, UPC-Noos received industry experience and a proven methodology to deliver clear, concise KPIs and recommendations on how to quickly implement a comprehensive knowledge platform.

## Some of the benefits ASK IT! has provided UPC-Noos to date are:

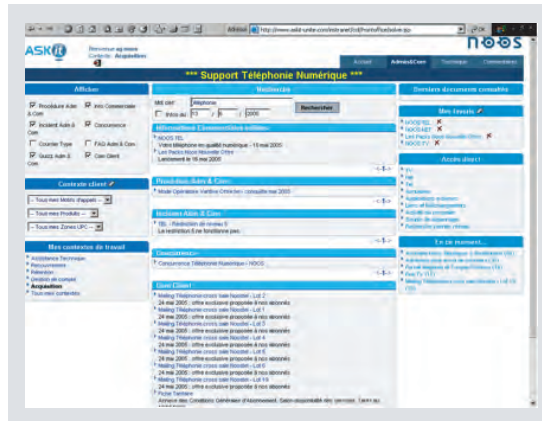
- Agents find the right information faster, increasing first call resolution, and reducing call hold times.
- Agents find the right information to reduce unneeded onsite repair visits, which in turn impacts cost and quality of service.
- Internal and outsourced agent satisfaction has substantially improved.
- ASK IT! has reduced training and knowledge administration times.

There were two key success criteria for the project: First, involving agent leaders from day one; Second, BT and InStranet's ability to quickly align business user needs during project planning and deployment.

## The Future

### Enhancements to ASK IT! include:

- CCIL Trainer Desk, which ensures managers and supervisors can monitor not only what information agents have, but keep track of what they know and how to enhance their skills.
- CTI integration, which will allow ASK IT! to guide agents to the right promotion, product, or procedure, based on the call reason, as well as increase process efficiencies and first call resolution.
- ASK IT! extension to internal and third party retailers.



## About InStranet

InStranet is a leading provider of multi-channel knowledge applications. Global 2000 companies rely on InStranet's solutions to automate content and knowledge delivery for contact centers, field sales, and Web self-care, for servicing and sales initiatives. InStranet's Multi-Channel Knowledge Applications enable businesses to securely create, manage, and deploy critical profile-based content for enterprise channels, and to analyze results to identify key successes or areas for improvement.