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Sakari Kalske, Director, Mutual Insurance Company Pension Fennia

AT A GLANCE

Company

- Name: Mutual Insurance Company Pension Fennia
- Location: Helsinki, Finland
- Industry: Insurance
- Products and services: Risk management and insurance services
- Revenue: €5.3 billion
- Employees: 245
- Web site: www.fennia.fi

Challenges and Opportunities

- Insufficient capacity of legacy telephony system
- Tedious and time-consuming customer-service administrative processes
- Complicated and resource-intensive maintenance and reporting processes

Objectives

- Reduce amount of call transfers by routing calls directly to appropriate persons
- Streamline communication as 1 centrally administered entity
- Obtain a future-proof technology platform while cutting costs

SAP® Solution and Services

SAP® Business Communications Management software

Implementation Highlight

Worked hand in hand with SAP to ensure smooth implementation with minimum interruption to day-to-day activities

Why SAP

- All-IP enterprise telephony and contact center solution
- Future-proof technology platform

Benefits

- Improved customer service, streamlined employee communication, and reduced costs
- Dependency on specific operators, work locations, and terminals eliminated
- Customer service status can be monitored in real time, making it possible to route contacts and reconfigure queues in accordance with customer needs
- Resources freed up from system administration, enabling them to focus on more value-added activities

Existing Environment

Legacy private branch exchange telephony system

PENSION FENNIA

SAP® Business Communications Management Helps Streamline Customer Service and Cut Costs

The Finnish Mutual Insurance Company Pension Fennia – headquartered in Helsinki – recently exchanged its traditional private branch exchange (PBX) telephone system for a new, all-IP enterprise telephony and contact center solution: SAP® Business Communications Management software. The new, operator-independent system enables Pension Fennia to improve customer service, streamline employee communication, and reduce costs.

Out With the Old

Pension Fennia had been using a traditional PBX-based telephony switch, but the system’s capacity was no longer sufficient for the company’s needs. At the same time, first-generation digital telephone technology was becoming obsolete. With the old system, customer service administration was tedious and time-consuming. Furthermore, maintenance and reporting processes were complicated and resource intensive.

“The old system was becoming technologically obsolete and did not meet the needs of our customer service,” explains Pension Fennia director, Sakari Kalske. “Handling telephone service queues was difficult, and there was very little status information available on the customers in queue. Reporting was underdeveloped and was always lagging behind. Based on both technology and business considerations, we decided not to continue investments in old technology.”

“We wanted to reduce the amount of call transfers and to route calls directly to the appropriate persons,” Kalske continues. “In addition to improving customer services, our aim was to streamline our communication in general as one centrally administered entity, obtain a future-proof technology platform, as well as cut costs.”

Call Transfers Reduced, Service Levels Improved

After reviewing the alternatives, Pension Fennia selected an all-IP enterprise telephony and contact center solution: SAP Business Communications Management. The software was provided as an on-demand hosted service. Improving connectivity, customer service, and cost efficiency, the new system freed Pension Fennia

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Sakari Kalske, Director, Mutual Insurance Company Pension Fennia

from dependency on specific operators, work locations, and terminals. Employees can use all directories and other services anytime, anywhere, and on any terminal, including mobile phones.

“The SAP software routes calls automatically to the available and appropriate person,” says Pension Fennia systems manager, Ari Tommiska. “This improves customer service and reduces the amount of time spent on transferring calls. With the new system, we are also able to handle calls more quickly. The customer-service status can be monitored in real time; this makes it possible to route contacts and reconfigure queues in accordance with customer needs.”

“The hosted-service model frees resources from system administration and enables us to focus on business goals,” Tommiska continues. “We pay only for actual expenditures, so the usage of the new system is cost-effective. In addition to improving customer service and other communication, the system provides us with advanced reporting and other tools, as well as a future-proof technology platform. We would not have accomplished this with traditional telephone technology.”

The new communication solution provides IP technology-based communication tools for all Pension Fennia employees. Almost half of the users utilize the solution mainly with a Nokia Smartphone.

Business Needs Understood

Pension Fennia reviewed numerous alternatives on the market when selecting its new telephone system. The criteria for the new system included the potential to improve and develop customer service, to enhance other communication as a single entity, to provide a solid technology platform, and to help lower

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costs. “SAP focused on understanding our business needs and developing our customer services, not on technology for its own sake,” Kalske concludes. “SAP Business Communications Management is advanced and meets our current and foreseeable future needs. Flexibility and a working hosted-service model were also important factors in our final choice.”