



VERITAS

INSURER REPLACES TRADITIONAL TELEPHONY SYSTEMS WITH SAP® BUSINESS COMMUNICATIONS MANAGEMENT

“The all-IP solution allows contact center resources to be utilized more efficiently.”

Henrika Serén-Johansson, Customer Service Manager, Veritas

QUICK FACTS

Company

- Name: Veritas
- Location: Helsinki, Finland
- Industry: Insurance
- Products and services: Insurance and investment services
- Revenue: €92.5 million
- Employees: 500
- Web site: www.veritas.fi

Challenges and Opportunities

- Traditional enterprise telephony system no longer addresses business needs
- Customer service complicated to manage, employees difficult to reach, and update processes laborious

Objectives

- Centralize customer service and communications
- Achieve more flexibility in services
- Utilize resources more efficiently

SAP® Solution and Services

SAP® Business Communications Management software

Implementation Highlight

Software customized to Veritas's business needs, enabling the company to improve service, streamline processes, and carry out changes flexibly

Why SAP

Central software for the 4 companies comprising the Veritas group, connecting them into a single, centralized system, which allows resources to be utilized more efficiently and brings substantial cost savings

Benefits

- Incoming contacts routed automatically to the correct service group or expert
- Improved customer service and employee availability
- Reduced waiting times and service congestion
- Integration of calls, e-mail, short message service (SMS) messages, Web services, and other communications channels into a centrally managed whole
- Simplification of customer service management and improvement of the availability of services and employees
- Improved ability to respond flexibly and swiftly to peaks in service demand through improved monitoring and reporting capabilities
- Simplification of making changes to the system

Existing Environment

Legacy private branch exchange telephony system



SAP Customer Success Story

Insurance/
Insurance and Investment Services



INSURER REPLACES TRADITIONAL TELEPHONY SYSTEMS WITH SAP® BUSINESS COMMUNICATIONS MANAGEMENT

Helsinki, Finland-based Veritas was facing a problem all too common for today's businesses. The company was using a range of traditional enterprise telephony systems that no longer addressed their business needs. With the existing solution, customer service was complicated to manage, employees were difficult to reach, and update processes were laborious.

Centralizing Customer Service and Communications

The Veritas group comprises four companies offering personal expert services in insurance and investment issues to both private customers and companies. Employing about 500 people at over 30 locations throughout Finland, the Veritas group is one of the oldest Finnish insurance companies, with a long and solid tradition in the insurance business.

The company's legacy telephony system included a total of 37 traditional private branch exchange (PBX) systems. "Our old operator-dependent system had become cumbersome and inefficient," says Henrika Serén-Johansson, customer service manager at Veritas. "We needed a solution that would allow us to centralize our customer service and communications. We wanted to achieve more flexibility in our service and to utilize our resources more efficiently."

After evaluating the available solutions, in the autumn of 2006 Veritas decided to replace its traditional PBX systems with SAP® Business Communications Management software. The operator-independent software routes incoming contacts automatically to the correct service group or expert. This improves

"With SAP Business Communications Management we can provide our customers with the required information or service as quickly as possible."

Henrika Serén-Johansson, Customer Service Manager, Veritas

Veritas's customer service and employee availability – while reducing waiting times and service congestion. SAP Business Communications Management connects the four companies comprising the Veritas group into a single, centralized system, which allows resources to be utilized more efficiently and brings substantial cost savings.

Enabling Precision Routing of Contacts

The fully hosted system covers all of Veritas's fixed-line and mobile telephony as well as the company's contact center functions. The SAP software brings advanced IP-based communications tools to the entire Veritas organization. The software integrates calls, e-mail, SMS messages, Web services, and other communications channels into a centrally managed whole.

"The SAP software combines the four Veritas group companies, all locations, and our numerous customer service lines into a centralized system," says Serén-Johansson. "This simplifies

customer service management and improves the availability of our services and employees. The software ensures that incoming contacts are always routed to the correct recipient.

"In the event of heavy loads on our customer service, we can route contacts to available employees at other locations," Serén-Johansson continues. "The monitoring and reporting functionality of the system allow us to respond flexibly and swiftly to peaks in service demand. Furthermore, changes are easy to accomplish, no longer requiring time-consuming telephone installations."



“SAP Business Communications Management is the ideal match to our needs. The software brings considerable cost savings and sets our customer service apart from competitors in a way that would have been impossible with traditional phone technology.”

Henrika Serén-Johansson, Customer Service Manager, Veritas

Meeting Customer Needs Effectively, Efficiently, and at Low Cost

Veritas chose SAP Business Communications Management in no small part because of its advanced technical functionality, which allows the customer service and communications of Veritas group companies to be managed centrally. The software was further customized to Veritas's business needs, enabling the company to improve service, streamline processes, and carry out changes flexibly.

“With SAP Business Communications Management we can provide our customers with the required information or service as quickly as possible,” says Serén-Johansson. “The software also eases the workload on our switchboard while significantly reducing the number of unnecessary internal calls. We know the availability status of all our employees in real time, which is a great time-saver.

“SAP Business Communications Management is the ideal match to our needs,” Serén-Johansson concludes. “The software brings considerable cost savings and sets our customer service apart from competitors in a way that would have been impossible with traditional phone technology.”

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