



LUOTTOKUNTA

SAP® BUSINESS COMMUNICATIONS MANAGEMENT ENSURES UNINTERRUPTED CUSTOMER SERVICE

QUICK FACTS

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Petri Carpén, Deputy Managing Director,
Luottokunta

Company

- Name: Luottokunta
- Location: Helsinki, Finland
- Industry: Professional services
- Products and services: Credit card services
- Revenue: €146 million
- Employees: 380
- Web site: www.luottokunta.fi/en

Challenges and Opportunities

- Simplify overly complex legacy telephony system
- Enable private branch exchange (PBX) system to sustain changing and expanding contact center needs

Objectives

- Consolidate legacy telephony system onto a single software platform
- Ensure reliability of contact center services under all circumstances
- Replace traditional PBX system with an all-IP communications solution

SAP® Solution and Services

SAP® Business Communications Management software

Implementation Highlights

- Integrated Luottokunta's other IT systems with SAP software seamlessly, minimizing disruption to day-to-day operations
- Featured reliable, fail-safe architecture

Why SAP

One of the world's first Voice Over IP systems with a completely fail-safe architecture

Benefits

- Delivers advantages for all staff members
- Improves service reliability
- Combines calls, e-mails, and faxes into a single, centrally managed system
- Simplifies reporting, work-shift planning, and service delivery capabilities

Existing Environment

Legacy PBX telephony system



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At Helsinki-based Luottokunta, Finland's premier nationwide credit card service company, the customer is definitely king. Luottokunta's contact center is open 24x7, 365 days a year, offering services related to credit card and noncash payment systems, including the management of Visa and MasterCard cards as well as their payment and cardholder programs. The center processes 1.5 million calls each year – from reports of lost cards and cardholder requests for revocations to authorization services for merchants to general customer service questions.

New Challenges, New System

Luottokunta's contact center comprises numerous teams as well as custom offerings for select customers such as banks. Trying to handle this complexity using the company's legacy telephony system presented numerous challenges. In addition, Luottokunta's service offering was diversifying, and credit card payments were growing strongly, necessitating an expansion of the company's telephone service capacity. "Reliability of service under all circumstances is essential for us," says Petri Carpén, deputy managing director at Luottokunta. "In order to support our rapidly growing credit card payments, we needed a solution that would ensure the continuity of our business in every situation."

In 2004, when the company's traditional private branch exchange (PBX) system reached the end of its life cycle, Luottokunta decided to implement an IP-based communication solution. After evaluating the available solutions, Luottokunta chose an all-IP communications solution: SAP® Business Communications Management software.

The new hosted solution ensures reliable customer service even in emergencies, operating without interruption even if one of the company's two data centers is destroyed. The system was one of the world's first Voice Over IP (VoIP) systems with a completely fail-safe architecture.

Uninterrupted Service 24x7

The contact center solution was deployed in December 2004. The system covers the company's entire staff of 200 people. Luottokunta's contact center agents now benefit from unified queuing, prioritizing, and routing of all incoming contacts and have full access and control over communications functions using Web-based tools. Contact center managers also benefit from real-time monitoring, reporting, and quality analysis functionalities, which help them make better business decisions, continually improve agent performance, and support long-term process development.

The new SAP software integrated seamlessly with Luottokunta's other IT systems, offering advanced functionality for tasks such as work-shift planning and reporting. Through integration with scheduling and calendar applications, the software enables Luottokunta's contact center resources to be allocated more efficiently. "High-quality 24-hour telephone service is a key component of our international payment and credit card services. SAP Business Communications Management integrates seamlessly with our other systems while improving service reliability and simplifying our reporting, work-shift planning, and service delivery," says Carpén.



“The SAP software provides clear business benefits by allowing our customer service professionals to focus on customers instead of managing the phone system.”

Petri Carpén, Deputy Managing Director, Luottokunta

More Flexibility in Customer Service

The SAP software allows Luottokunta to respond more flexibly to diverse customer service situations as well as changes in the company’s business environment. “Our service has no room for downtime. The robustness of the SAP software was an essential criterion in our choice.”

SAP Business Communications Management combines calls, e-mails, and faxes into a single, centrally managed system, enabling Luottokunta to manage resources more effectively across functions and locations, leverage corporate know-how, and give their customers a smooth, consistent experience across all avenues of contact. Featuring a fail-safe hardware architecture that is duplicated at two separate locations, Luottokunta’s new system will continue to function without interruption even if main power fails or if one of the data centers is destroyed.

“SAP Business Communications Management enables us to meet our challenges successfully, both now and in the future,” Carpén concludes. “The SAP software provides clear business benefits by allowing our customer service professionals to focus on customers instead of managing the phone system.”

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