



CONNECTED COUNTRY THROUGH DIGITISATION AND BROADBAND

Deutsche Glasfaser implements with the Genesys Cloud Platform
the best possible connection to the customer

D A M O V O

 **GENESYS™**

Client: Deutsche Glasfaser Wholesale GmbH

Branch: Telecommunications provider

Location: Borken

Users: 700 licences and growing strongly

Challenges

- Completely rebuild the contact centre quickly
- Full integration of service providers
- Retain complete control and ownership of the system
- Maximum functionality
- Speed and agility to add new functions

Product

- Genesys Cloud

Solutions

- Inbound
- Outbound

The Deutsche Glasfaser Group is the leading fibre-optic provider for rural and suburban areas in Germany. As a pioneer and pacesetter in the industry, Deutsche Glasfaser plans, builds and operates open-supplier fibre optic connections for private households, businesses and public institutions. As the digital provider to the regions, they aspire to expand fibre optics nationally, thus making a significant contribution to Germany's digital progress.

Deutsche Glasfaser have ambitious growth plans over the next few years. The goal: a total of six million FTTH connections for private households, businesses and government institutions. Naturally, the communications company is therefore expanding its service infrastructure. The Genesys Cloud™ platform is at the heart of this infrastructure.

After only a two-week implementation phase, Deutsche Glasfaser have renewed their customer service infrastructure with the Genesys Cloud Platform. Service employees can now automatically manage and evaluate several thousand customer enquiries via partners every day, as well as use the complete functionality of the system and integrate additional contact channels.

Genesys partner Damovo, who are also supporting the further expansion of the infrastructure, realised this extensive project and brought it to completion in record time.

NO CENTRAL CONTROL

Deutsche Glasfaser were faced with the challenge of restructuring and modernising their service infrastructure. Up to now, around 95% of the 4,000-5,000 daily inbound calls were handled via the telephone systems of a service provider. For many reasons this was not fit for purpose, forcing Deutsche Glasfaser to seek a better solution.

After exploring the market, they quickly decided on a pilot project with Genesys Cloud. The end result: in just 14 days - following extensive testing and eventual implementation - the first service employees were able to use the system operationally. This excellent result very quickly led to the network provider also placing the entire package in the hands of Genesys partner Damovo. In just three months, the completely new infrastructure was up and running, rolled out to 700 service employees from the very beginning.

SUCCESSFUL FROM THE START

The first, most important goal when restructuring the contact centre was swift and easy implementation. Immediately calls were running via the Genesys cloud platform, all service providers were centrally routed with priority by Deutsche Glasfaser. A waiting loop was established, as well as CTI integration with customer recognition, improving the inbound caller experience. In addition, a customer satisfaction survey (Net Promoter Score, NPS) is offered via the Genesys Cloud solution, allowing for continuous service improvement.

"If it's a matter of requests from the specialist departments, we action them within a very short time. We need neither internal nor external IT for this and can set up all call flows simply by copy-and-paste and drag-and-drop," says Sascha Müller, Multi Channel Manager at Deutsche Glasfaser Group. The Genesys cloud platform offers the possibility to quickly and individually evaluate call volume performance and employee performance for each area. These evaluations can be used in real time for team leaders and day-to-day management. All supervisors have the option to set up each report individually for themselves.



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Sascha Müller
Multi Channel Manager
Deutsche Glasfaser Wholesale GmbH

After the successful launch, Deutsche Glasfaser wanted to expand the use of the Genesys Cloud platform in collaboration with Damovo just as quickly. In order to map campaigns and call back customers, Deutsche Glasfaser uses the outbound functions of Genesys Cloud. The integration of further inbound channels, some of which are operated by service providers themselves, is to take place in the near future.

The integrated workforce management and workforce optimisation functions of the Genesys Cloud platform are used for employee scheduling and development as well as for optimising customer contacts and gamification by Deutsche Glasfaser.

The combination of simplicity and expertise has likewise led to Deutsche Glasfaser acting as its own carrier, running the Genesys Cloud platform on its own SIP trunks with complete ease. "The cloud infrastructure of Genesys Cloud CX makes our work much easier, because we don't have to worry about running a server platform or about updates and new features that are automatically rolled out on a weekly basis," says Dayana Dresen, Multi Channel Manager at Deutsche Glasfaser.

"During the pandemic, we had no challenges with accessibility, as the platform was easy to operate from the home office and worked reliably as well as stably without failures," adds Sascha Müller.

"We are very satisfied with Genesys, with the Genesys partner Damovo as well as all other partners who are expanding the Genesys Cloud Platform together with us. We look forward to further future cooperation towards digitalisation."

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Dayana Dresen
Multi Channel Managerin
Deutsche Glasfaser
Wholesale GmbH





RESULTS

Pilot implemented in 14 days, overall project in 3 months

Improved performance right from the start

Real-time reporting at the push of a button

Central routing and integration

ABOUT DEUTSCHE GLASFASER

The Deutsche Glasfaser Group is the leading fibre-optic provider for rural and suburban areas in Germany. As a pioneer and pacesetter in the industry, Deutsche Glasfaser plans, builds and operates open-supplier fibre optic connections for private households, businesses and public institutions. As the digital provider to the regions, they aspire to expand fibre optics nationally, thus making a significant contribution to Germany's digital progress. With innovative planning and construction methods, Deutsche Glasfaser is the technology leader for fast and cost-efficient FTTH expansion. The group of companies is one of the financially strongest providers in the German market and, with the experienced fibre optic investors EQT and OMERS, has a private-sector investment volume of seven billion euros.



ABOUT GENESYS

Every year, Genesys® delivers more than 70 billion remarkable customer experiences for organizations in over 100 countries. Through the power of the cloud and AI, our technology connects every customer moment across marketing, sales and service on any channel, while also improving employee experiences. Genesys pioneered Experience as a Service so organizations of any size can provide true personalization at scale, interact with empathy, and foster customer trust and loyalty. This is enabled by Genesys Cloud CX™, an all-in-one solution and the world's leading public cloud contact center platform, designed for rapid innovation, scalability and flexibility.



ABOUT DAMOVO

Damovo is an international ICT service provider supporting business customers across the world on their path to digitization. The portfolio includes solutions in the areas of Unified Communications & Collaboration, Enterprise Networks, Contact Centre, Cloud Services, Security and Global Managed Services. With its technology and services Damovo enables seamless connection across people, processes and systems - creating transparency and agility, whilst providing the network stability and security customers require in today's business environment. Its customer base includes major corporations around the world. Damovo has a regional presence across Europe, the Americas and APAC with more than 650 employees, offering a global support capability in over 150 countries.

