



ATTENSITY RESPONSE MANAGEMENT

FOR ARVATO SERVICES

Arvato services, a hundred percent subsidiary of arvato AG and part of the international Bertelsmann Group, is Europe's leading outsourced service provider for the professional management of customer relations.

The Challenge

Arvato needs to swiftly and accurately reply to enquiries from hundreds of thousands of customers of different airlines in numerous locations on three continents — in American or British English, Portuguese, Spanish, German, French or Italian. The incumbent response management system was no longer a match for the complexity or scale of arvato's growing demands.

The Solution

A successful trial run of a MailMinder Response Management pilot installation in 2003 was then followed in 2004 by the system's large-scale introduction at two locations in Germany and a service centre in North America.

Using MailMinder Response Management, incoming customer emails are now analyzed and then forwarded without any manual effort to the correct agent. Several hundred text modules in seven languages provide agents with additional support in replying. Not only does this bring enormous savings in time, but it is also a cornerstone of the quality assurance of arvato airline services.

Because MailMinder is multi-tenancy capable, arvato can support each of the customers of different airlines with a uniform system and process structure, enabling human and IT resource capacities to be put to optimum use, while providing individual secure responses to each airline's customers. Response Management is securely linked into each airline's external web system, using encrypted XML interfaces.

Greater transparency, higher efficiency, more satisfied airline customers

MailMinder Response Management is now a central tool in the arvato's airline services business. The automatic distribution of enquiries with the simultaneous suggestion (and in some cases, automatic generation) of the appropriate responses has resulted in **significant efficiency increases**. Moreover, the system helps to maintain arvato's extremely high standards at all times for the **quality of replies**. Last but not least, sophisticated reporting with its extensive analysis functions allows precise forecasts of the volume of enquiries in the future – which considerably **improves planning**.

ATTENSITY

Business is built on conversations. These customer, partner, and employee conversations are captured in emails, call notes, letters, surveys, forums and social media. Attensity's semantic applications suite enables you to monitor, analyze, respond to and reuse these conversations - transforming them into actionable facts and insights that you can use to drive your business.

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