



ATTENSITY RESPONSE MANAGEMENT

FOR IMMOBILIENSCOUT24

Real estate portal ImmobilienScout24 is the largest realty destination in Germany with more than 3 million site visitors, 1.2 million virtual tours each month, and properties listed in over 80 countries. In less than 10 years, ImmobilienScout24 has become known for stellar customer support.

The Challenge

ImmobilienScout24 considers e-mail their most important initial client contact medium. On average, they handle over 10,000 e-mails from buyers and sellers every month. They wanted to cut their e-mail response time from 24 to 6 hours, free up their staff from handling routine and repetitive inquiries, and make customer services more efficient.

The Solution

ImmobilienScout24 opted for Attensity MailMinder Response Management. Collected via one anonymous e-mail address, all incoming e-mails are now automatically analyzed by Response Management, which sorts and routes each message to the appropriate customer service agent. Optimal response times are assured with dynamic reassignments of tickets based on both content and current agent load. MailMinder's automated and intelligent text templates enable agents to respond quickly to customer inquiries. In addition, over 1,000 spam and auto-response (out of the office, etc) emails are automatically eliminated. The system also provides automatic quality assurance reporting, allowing for in-depth analysis and improvements of contact center performance.

Faster, Better Customer Service

With MailMinder Response Management's combination of artificial intelligence, semantics, and statistics, ImmobilienScout24 easily identifies, analyzes, and personally responds to client e-mails. In addition to faster response, MailMinder Response Management's advanced reporting function enables the company to quickly address their customer's top 5 issues.

Gains in Productivity Across Departments

ImmobilienScout24 expects further efficiency increases thanks to MailMinder Response Management's heuristic capabilities which make the system smarter with each customer/agent exchange it documents and organizes for immediate processing and retrieval. ImmobilienScout24 plans to also deploy MailMinder Response Management internally to provide improved IT support to their more than 350 employees nationwide.

MailMinder Response Management's automatically generated recommended text templates greatly accelerates the response process, and our agents' productivity has increased by 30 percent.

Stephan Kemper
Head of Customer Service and Support

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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