



# A1 Slovenia Creating an outstanding experience with Cempresso Customer Care

December 2020

## Foreword

Throughout the years, customer habits and expectations have been changing and evolving. Customers are accustomed to experiences they receive from big players, such as Netflix, Uber, Revolut, and Tesla. It is no surprise that now operators and service providers have an even more challenging job than ever to deliver a great customer experience to their customers and keep them loyal.

Fast and trustworthy customer service has become the prerequisite to maintain a high level of support and service in the telecom world. Capturing and interpreting the right information in real-time is the key for the customer service agents, who will be able to contribute to customer satisfaction. By investing in innovative solutions and defining optimized process flows, telecoms can assure high service standards and keep their customers loyal to the Brand.

# What happens when a company follows its vision?

A1 Slovenia is far more than “traditional” telecommunications services. It provides much more than infrastructure, connectivity, and bandwidth. A1 Slovenia is a company devoted to the fundamental principle of their operations – connecting people, places, and things to improve the experience of working, living, and entertainment.

“Create unique experiences in the digital world!” With this vision, it is no wonder they invest so much in the search for advanced solutions for fast and efficient responses to their customers’ requests. They were determined to reinvent the way their customer support representatives work and assist their customers.

To begin with, they were among the first ones to recognize the need for optimization and simplification of processes to provide their customers with a unique and improved digital experience. But to deliver it, they needed a trustworthy and experienced partner. For that, they chose Bulb as a partner to implement the “Cempresso Customer Care” solution – a platform with proven efficiency within the A1 Group.

## Challenge

When it comes to the troubleshooting process, one must point out that it is one of the most complicated ones. It includes many departments, network layers, communication channels, various technologies, an extensive list of legacy systems, and it is all initially driven through first-line support before dispatching tickets to field technicians or specialistic departments in Network Operations.

Since A1 Slovenia grew through the years by acquiring smaller providers in a country, the list of requirements and challenges could only be extensive.

The agents used a rather complex application to cover different technologies. This tool required an expert level of knowledge and competence regarding technologies and the process itself, which led to a challenge to onboard customer service agents fast and teaching them to solve complex issues from Day 1 on their own.

Let us not forget, every customer today expects all his services to work flawlessly, all the time. Constant connectivity has become an imperative goal all telecom providers wish to achieve. A1 Slovenia is no exception.

To assure fast and correct response to all customers’ inquiries, they needed a platform capable of:

- Seamless integration with all existing legacy systems,
- Faster onboarding for new agents,
- Real-time diagnostics, regardless of technology and service,
- Driving a unified troubleshooting process through guided step-by-step workflow,
- Visualization of all gathered data on an intuitive and user-friendly visual dashboard, Roles-based troubleshooting process,
- Omni-channel approach (accessible through Facebook, Viber, SMS, web, and mobile applications),
- Transparent history base of customer earlier interactions.

To sum up, the project goal was to empower end customers and customer support representatives with the state-of-the-art solution – easy to comprehend, fast in analysis and interpretation, and accessible through any desired channel.

# Solution

As mentioned, A1 Slovenia chose the Cempresso Customer Care platform that includes an automated background investigation and root cause analysis, 360 service visibility, as well as a unique automatic remedy, and a guided support concept via various channel interfaces.

This powerful platform enables agents to get the full context and decisive suggestions to resolve issues fast and easy while using a single tool. Since it wraps around existing systems and visualizes data for agents making agent's everyday tasks less stressful and easy to comprehend, there is no need for a massive change of existing IT systems to harness the full potential of the Cempresso platform.

Agents use only one tool – Cempresso Customer Care – regardless of the customer's access network technology type. Since Cempresso runs diagnostics, evaluates, and interprets all the data received from service platforms and the network itself, receive step-by-step guidance to the final complaint resolution.

*"I am very proud of our achievement in the past year. I can already say that Cempresso Customer Care implementation exceeded my expectations. This project is an excellent example of how cooperation between two IT development teams should look like."*

*Miha Čerič  
IT Development Team Leader*

Furthermore, by defining steps for each detected issue and problem, Cempresso drives a unified troubleshooting process with predefined diagnostics steps that are mandatory to exhaust front-line responsibilities in the process.

Being accessible through various channels (Facebook, Viber, e-mail, web, or mobile applications), Cempresso is, for sure, a perfect choice to empower end customers by a self-service tool available 24/7.

# Results

- 1 Cempresso Customer Care wraps around existing systems and does not incur massive system replacement activities in the IT landscape. By implementing Cempresso, A1 Slovenia received a new layer of automation that communicates with legacy systems, runs diagnostics, and prepares clear visualization for the agents – all in ONE screen. In this way, past investments receive an added value, and the overall complaint handling process is optimized.
- 2 The agents become fully equipped to perform their daily job of troubleshooting efficiently in less time. The use of Cempresso shortens the learning curve in the call center and builds new experts with higher competence level along the way. Consequently, A1 Slovenia can set the highest goals for its employees to assure superb service delivery and unique experiences for their customers.
- 3 Cempresso memorizes history for each session with the customer. This way, in case the customer calls repeatedly or had submitted the ticket, each agent or specialist can inspect the history tab and learn completed steps, detected issues, solved issues, still existing issues, etc. Consequently, agents do not have to ask the customer to describe the problem, and 2nd level support has clear insight into steps completed on the first level, and the entire process is more transparent.

# Conclusion

Our colleagues in A1 Slovenia are proud to say:

*"The customer is always in the center of our operations. Even in these changed circumstances, we are always looking for new ways to provide the best possible customer experience with an emphasis on business digitization.*

*The current situation is a great opportunity to focus on providing services through digital channels and increase their use, optimize existing processes and at the same time focus on establishing new solutions as an investment not only for the crisis but also for later. The digitalization of business has proven to be more urgent than ever before.*

*Especially in these changed circumstances, it is important that we have a stable network and ensure smooth use of our services to our customers."*

Having implemented Cempresso proves their intention to bring innovation to their customers and enrich their customers' lives with new digital solutions. But let us not forget, this project did not only satisfy end customers but also A1 agents by making their complicated job somewhat simplified and less stressful.

Collaboration with A1 Slovenia on the implementation of Cempresso in their IT landscape and supporting them in intent to deliver supreme customer experience to their customers was an exceptional experience for the Bulb team.

Thanks to the exceptional support and involvement of experts from A1 Slovenia, their preparation, and very detailed specifications of diagnostic processes, we managed to deliver a solution that meets all the requirements of A1 Slovenia and will certainly retain its leading telecom position in Slovenia.

We are looking forward to our future projects and collaborations.





## **A1 Slovenia - the leading private provider of integrated communication services in Slovenia**

More than 500 A1 Slovenia employees are committed to creating solutions that enrich life in the digital age to more than 700.000 users. A1 Slovenia develops meaningful communication solutions that fulfil the current and emerging needs of users so they will experience work play, creating, and sharing in a more connected way.

A1 Slovenia is in 100-percent ownership of Telekom Austria Group and is an important part of the leading digital solutions and communications provider in Central and Eastern Europe.

A1 Slovenia began offering its services in March 1999 as the first privately owned mobile operator in Slovenia. It has been retaining the position of a pioneer in the mobile communication field and constantly strengthening its position in the integrated communications market ever since. A1 Slovenia is using advanced technology to enable users to shape the experience they want to live.

Numerous achievements, growth in operations, satisfied customers, numerous awards, and an environmental certificate show that A1 Slovenia has become a mature company.



## **Bulb Technologies - regional process automation and digitalization leader**

Bulb Technologies is a software development company that has been supporting digital transformations in large companies for over a decade now. Their software products automate operations departments and transform old ways of work (manual, error-prone, slow, etc.) into new modern digital ones.

Today, Bulb product portfolio references include some of the leading service providers in the region and, among others, its benefits have been well recognized in companies within Telekom Austria, Deutsche Telekom, and United Group.

Bulb Technologies specializes in telecom service management, customer support process automation, and knowledge management. These solutions enable all types of service providers - fixed, cable, and mobile - to deliver superior customer experience, improve operational efficiency, and significantly reduce customer support related costs.

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