



Magyar Telekom increases customer loyalty with Qmatic

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Gergely Straub
Senior Sales Specialist at Magyar Telekom

For telecom companies, Hungary is an attractive market – with cut-throat competition. Several local operators compete against major international corporations on a market that’s still young in many respects. In a November 2013 analysis, the Budapest Business Journal states: “finally, operators have started to offer services that enable you to call and surf for a fixed price”.

Magyar Telekom, a Deutsche Telekom subsidiary, is among the most successful on the Hungarian market. It has 40 stores and 130 T-partner stores throughout Hungary and has implemented for all Telekom stores and 36 partner stores a system that provide customers with (i) better and more relevant responses as they enter the stores, and (ii) more customised experiences throughout the entire chain of interactions – from the moment customers enter until the moment they leave.



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The situation and need for change

In the past, customer experiences in Magyar Telekom’s stores weren’t good enough, because of waiting times. Only one waiting line existed, and when employees approached customers to offer services, they knew nothing about customers’ needs, which led to unsatisfactory service and diminished opportunities to maximise sales.

“We first implemented a basic system from Qmatic to handle the acute waiting situation, to stop people giving up on us and walking out of the stores because of long waiting times. When we solved the most pressing problem we started thinking about how we could go forward and create a much more relevant customer journey and experience,” says Gergely Straub, Senior Sales Specialist at Magyar Telekom.

First and foremost, Magyar Telekom wanted to create a more personal Customer Experience, in which employees would know more about the customer due to be served next – to be able to better serve that customer.

SOLUTION OVERVIEW

MAGYAR TELEKOM

Magyar Telekom is one of the largest suppliers of mobile phone and broadband services in Hungary. The company is a subsidiary of Deutsche Telekom.

INDUSTRY Telecom Retail

REGION Europe

GEOGRAPHY 45 stores and 30 franchises in Hungary

THE CHALLENGES

- Waiting line situation in many stores due to high customer demands.
- Difficult to tailor service and messages to varying customer demands.
- Difficult to get input for staff planning and campaigns for new services and offerings.
- Different Customer Experience in different stores.

THE SOLUTION

- Qmatic Orchestra Enterprise platform.
- Solution whereby customers sign in by entering their phone numbers on touch screens.
- Digital signage system for customers waiting.
- Statistics and real-time alerts for management and staff.

THE BENEFITS

- Improved Customer Experience.
- Optimised staff scheduling.
- Increased cross-sell and up-sell.
- Lower cost per transaction in stores.



QMATIC

The results

Magyar Telekom is working closely with Qmatic to constantly improve the system, looking for ways of utilising Qmatic technology in order to increase effectiveness for staff and customer, improve the customer experience and be transparent with staff regarding KPI all with the same target to beat the competitors every day.

The Customer Journey

Arriving at the store

The sooner stores know when customers seek service, and which services they require, the better the service and presales preparation. Qmatic's Customer Experience Management solutions helps Magyar Telekom staff prepare for customers. This is done by enabling customers to identify themselves at the first point in their journey by entering their phone numbers into a touchscreen kiosk. The numbers are then entered into a database that generates customer IDs. After customers enter their phone numbers, they also get a numbered ticket.

For employees, the solution lets them find out exactly who the customers are and what they need. For customers, the solution is easy to use. And the service becomes a more personal experience. Knowing exactly who is requesting service means that employees can make customer encounters feel more relevant – it also means that if upsell opportunities exist, then they can be maximised in just the right way.

Waiting

Screens throughout the store display customers' numbers and names of agents who customers should approach when it's their turn. The length of Magyar Telekom customers' waiting experience falls into two categories: actual and perceived. The perceived element often determines how customers judge a store's service. Delivering positive feedback while they wait has a dramatic effect on perceived waiting time – even better when the messages are relevant to services that customers need.

Now Magyar Telekom can show the right messages to waiting customers and can shorten transaction times, because they can be better informed when they arrive for service and thus ask fewer questions.

Serving

Because customers tap in their phone numbers when they enter the store, the assigned agents know a lot of about the customers and their needs before the customers approach them. For example, agents can see if a specific customer is a Magyar Telekom customer or if the customer has subscriptions with other operators. If a person is a Magyar Telekom customer, then agents can also see if the customer's subscription is about to expire; consequently, the agent might offer a renewal, perhaps with a discount on a new phone as bait.

"It's important that we can see which individuals are not our customers," says Gergely Straub. "That way, before a customer's turn comes up, we can prepare varying propositions."

Post-serving

Waiting times for Magyar Telekom customers in Hungary are now dramatically shorter, but it happens occasionally that customers will wait a little longer due to exceptional demands. This is recognised in the customer feedback display at the cashier desk and indicates to a cashier to ask the customer to rate the visit. If the waiting time was long, then just a few short questions are asked; a few more questions are asked if the wait wasn't so long.

"This demonstrates the enormous flexibility we get with the Qmatic Orchestra solution," says Gergely Straub. "We identify a customer and document his or her entire Customer Experience up to the point when the transaction is closed. And thanks to customer identification and the system's dynamic functions, we can create a truly individual experience."

Managing

Now when Magyar Telekom uses the Qmatic solution, it generates a wealth of data – everything from the percentage of customers who subscribed with other operators to responses to questions that customers are asked when they leave the store. The information is analyzed in Hungary and at the parent company in Germany – to identify new business opportunities and ways to improve the Customer Experience.



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