

# Accelerating digital strategy

Swiss media group transforms its operations in the cloud



## AT A GLANCE:

**Customer:** Ringier AG

**Sector:** Medien und digitale Services

**Location:** Switzerland

**Company size:**

- 6,400 employees
- Contact center: 85 agents

**Challenges**

- Enabling adjustments without service providers
- Increasing contact center functionality
- Enabling system integration

**Product**

- Genesys Cloud CX™

**Partner**

- Deliberate GmbH

Ringier AG is a prime example of successful digital transformation in a traditional family-run company. The history of the Swiss company begins in 1833, when Johann Rudolf Ringier acquired a printing press in Zofingen, Switzerland. Today it's a diversified media group with 6,400 employees. Headquartered in Zurich, the company is also committed to a range of social projects.

A major challenge for Ringier in its transformation journey was that its on-premises technology — bulky, inflexible and outdated — no longer met the company's ambitious requirements. Ringier needed a modern, high-performance solution that aligned with its overarching cloud strategy; that's why the company chose to move to the Genesys Cloud CX platform with the help of Deliberate, a Genesys technology

## A pioneering spirit

The Ringier portfolio now includes some 130 subsidiaries involved in print, digital media, radio, ticketing, entertainment and eCommerce, as well as leading online marketplaces for cars, real estate and jobs. As a venture capital provider, Ringier supports innovative digital startups. And the company has consistently invested in digitization while focusing on global expansion in recent years.

Today, 73% of its operating profit stems from its digital business — where Ringier is a leader among European media

**"We are very definitely pro-cloud here,"**

said **Annette Dauck**,  
Senior Project Manager at Ringier.

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Previously, a service provider had to be commissioned for every change — even mundane processes like an automatic tape announcement triggered when newspapers couldn't be delivered due to bad weather. Ringier also wanted to modernize its existing CRM solution, with plans to implement Salesforce alongside Genesys Cloud CX.

“After we looked at several solutions on the market and completed a proof of concept with Deliberate, we made the decision to go with Genesys Cloud CX very quickly,” said Dauck. “Despite the fact that the entire implementation had to take place remotely due to the pandemic, the project went extremely quickly.”

## Various functions introduced quickly

Because the contact center transition was smooth, Ringier utilized many functionalities immediately. Salesforce and Genesys Cloud CX integrated seamlessly. Task routing of customer emails from the CRM system to the contact center now works efficiently. And Genesys Voice Survey, a customer satisfaction survey module, is a major asset. External service providers were easily connected, even if their contact centers are based on a different technology; this functionality is ensured by integration at the ZIP code level.

Social concerns were also important to Ringier. Now blind contact center agents can navigate the platform with just a Braille keyboard. For this purpose, Ringier implemented the “ShortyDings” tool from the Genesys AppFoundry® Marketplace that provides hotkey shortcuts to control voice interactions and agent status from the keyboard — allowing the visually impaired to work efficiently in Genesys Cloud CX, even if their window isn't visible, is minimized or is covered by another application.

## Convincing benefits

The Swiss company now has agility and flexibility in its contact center operations. It went live with subscription order processing quickly, and the digital legal advice function for readers of its consumer guide, “Beobachter,” runs perfectly. Agents for the Ringier charitable foundation are also connected to the platform. And an appointment callback function is integrated, while external service providers can absorb peak load information from the system.

Eighty-five agents and counting are now using Genesys Cloud CX. Inbound and outbound telephony runs on it, and Ringier plans to add chat capabilities in the next few months.

Remote work has never been easier for Ringier. It has implemented a quality management system that records and analyzes calls to help assess and improve agent service. This process is based on key outcomes that the media company can also generate from Genesys Cloud CX.

“Not only can we use the entire bandwidth of the powerful Genesys Cloud CX, but we can also control it ourselves, intervene in ongoing operations and independently ensure that there are no process interruptions,” Dauck said. “That is probably the biggest advantage of the switch to Genesys Cloud CX. We are very satisfied overall.”

## "We are very satisfied with the switch to Genesys Cloud CX."

Annette Dauck, Senior-Projektleiterin der Ringier AG

### Summary

Ringier AG, a Swiss media group with 6,400 employees, implemented the Genesys Cloud CX™ platform to roll out its digital strategy. It used many new functionalities right from the start – empowering its internal IT staff to make adjustments at any time. Remote work has never been easier for Ringier, and the Genesys platform integrates seamlessly with Salesforce.

#### RESULTS

Implemented entire range of  
cloud functionality

Seamless integration  
with CRM and ERP systems

Empowered  
internal IT staff

Supported company  
cloud strategy

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#### 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™, an all-in-one solution and the world's leading public cloud contact center platform, designed for rapid innovation, scalability and flexibility.

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