GENESYS™

Building efficiency in the cloud
German housing leader gains much-needed reliability and scalability

B&O SERVICE

At a glance

Customer: B&O Service

Industry: Housing

Locations: Germany
- Total employees: 1700
- Contact Center:
  around 130 service center employees

Challenges :
- Poor reliability and scalability
- Costly and outdated on-premises software
- Inflexibility to work remotely
- Need to implement modern processes
- Lack of individualization of client processes
- Inability to development functions and
  workflows in-house

Product: Genesys Cloud CX™

Partner:
Deliberate GmbH - infinit.cx Group

B&O Service is part of the B&O Group, which has its origins in roof and facade renovation. Today, B&O Service specializes in the maintenance and modernization of housing, making it one of the most important players in the housing industry and the market leader in technical services. As a full-service provider, B&O Service handles all technical services, from the maintenance of rental apartments to the modernization and maintenance of apartments and the repair of insurance damage.

B&O Service currently provides these services for more than 600,000 residential units for private and municipal housing companies throughout Germany and carries out around one million repairs per year. This high number of projects can only be managed because the company cooperates with almost 2,000 specialized contractors in addition to its own 1,000 craftsmen.

Tenants of B&O Service customers can call the service center 24 hours a day, 365 days a year to report damage to their homes. To ensure the highest level of service stability, B&O Service uses the Genesys Cloud CX™ platform.

The leaks of a legacy solution

Since 2006, B&O Service has been handling claims through its own customer center. Many customers want to report non-functioning garage doors, defunct heating systems, dripping faucets, and other unpleasant issues that need to be handled in a timely manner. Unfortunately, its legacy contact center solution was neither up-to-date nor able to keep up with the dynamic development of the sector.

This left Christoph Otto, Head of IT Infrastructure and Service at B&O Service, with no choice but to invest in a new contact center solution.

> „Thanks to the workforce training provided by Genesys partner Deliberate, we are able to quickly develop and adapt functions as needed."

Christoph Otto
Head of IT Infrastructure and Service at B&O

"In light of current market conditions, our old on-premises deployment simply proved too costly," said Otto. "It was also based on outdated ISDN technology, which couldn't support additional functions."

Another driving force behind the move was the old system's lack of scalability. There was simply no way to increase queue capacity without considerable expenses. And call center managers had to facilitate the shift to remote working: "We desperately wanted to find a solution that would enable our agents to work from home," added Otto. "Nowadays, this is considered standard."

A fast decision with a clear winner

After a short evaluation period, B&O Service chose the Genesys Cloud CX platform. And current developments prove the company's decision was completely right. When the housing industry is impacted by unforeseeable events like the energy crisis, the service center hub must run just as well as on days with low call volumes. "We can be contacted 24/7," said Gert Acker, the Project Manager at B&O Service overseeing the implementation of the new solution.

"There should be no issues caused by unpredictable spikes or expected rises in call numbers due to factors like the heating season."

B&O Service needed strong voice routing capabilities because the majority of its interactions come in over the inbound voice channel. Meanwhile, the number of outbound phone interactions such as agents contacting tenants or assigning tasks to contractors constitutes a significant volume. Additionally, B&O Service uses SMS functions to send confirmations and feedback messages to its clients.

"In light of this, a completely reliable inbound channel was our highest priority in the decision process," said Acker.

Agents now have access to a planning tool that enables them to assign tasks to maintenance groups, arrange appointments with clients and organize individual messages. For example, this means they can specify whether a reported "water damage" is caused by a burst pipe or a smaller defect that merely requires simple maintenance work. As a result, each incoming call to the B&O Service Hotline can be rapidly assessed and routed to first-, second- or third-level support agents based on clear guidelines.

"Is the issue not that urgent or is it necessary to quickly book a mechanic?" said Acker. "How should it be categorized, and which maintenance group is responsible? And finally, the availability calendar is also an important part of these processes that must run perfectly at

Continuous process optimization

Genesys Cloud CX meets all these requirements. The cloud-based solution serves as a unified platform for all B&O Service agents and enables them to route calls to other teams if necessary. And the technically savvy B&O Service staff members make great use of Genesys Cloud CX Architect.

B&O Service is now able to develop customer-specific functions that can easily be integrated into the standardized workflows. So, it's possible to implement dedicated prompts or service hours. Genesys Cloud CX also played an important role when B&O Service agents switched to remote work during the pandemic. "This posed no challenge whatsoever," said Otto. "Even newly recruited employees transitioned smoothly because the platform is very intuitive, and its use therefore only requires minimal training. Thanks to the workforce training provided by Genesys partner Deliberate, we are able to quickly develop and adapt functions as needed."

As a result, agents benefit from streamlined processes with consistent stability and reliability, and the new contact center is better able to cope with higher demand. B&O Service now can scale at any time without switching contracts.

B&O Service now has a clear vision for the future of its new contact center. Managers plan to gradually increase the number of available channels and are currently evaluating use cases for bots.

"For our business, switching to Genesys Cloud CX was absolutely the best decision."

Christoph Otto
Head of IT Infrastructure and Service at B&O Service

Summary:

A one-stop-shop for the German housing industry, B&O Service planned to invest in a new contact center solution as its old on-premises deployment was becoming too costly. To ensure stability and keep pace with business growth, the company implemented the Genesys Cloud CX™ platform. This cloud-based solution now serves as a unified platform for all service agents and enables them to route calls to different teams.

Capabilities:

- Inbound Voice
- Outbound Voice
- E-Mail
- SMS
- Reporting and Analytics

Results:

New designs and developments with minimal effort

Unified platform for all agents

Easy scalability at any time

Utmost reliability, supporting multiple processes

Partner contact:

DELIBERATE

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About Genesys

Every year, Genesys® orchestrates billions of remarkable customer experiences for organizations in more than 100 countries. Through the power of our cloud, digital and AI technologies, organizations can realize Experience as a Service®, our vision for empathetic customer experiences at scale. With Genesys, organizations have the power to deliver proactive, predictive, and hyper personalized experiences to deepen their customer connection across every marketing, sales, and service moment on any channel, while also improving employee productivity and engagement. By transforming back-office technology to a modern revenue velocity engine Genesys enables true intimacy at scale to foster customer trust and loyalty.

For more information, visit www.genesys.com/de or call +1 877-412-0654

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