SUCCESS CASE

Complaints handling

Industry:

Telecommunications

Summary:

With Apia all the claims and suggestions of the users and clients were ordered in one process, gaining indispensable information to improve the business and improve the clients´ satisfaction.

Benefits:

• Order and efficiency

The system eliminates the previous chaos. Each employee is able to develop his own task without any distraction or trouble. Fewer users are required to do an efficient service.

• All the information is collected and filed.

The complaints and suggestions are essential information so that the managers know which aspects of the service are working and in which ones there is disagreement. The system generates statistics that ease the decision making process.

• Speed up the tasks

Apia activates new tasks as the old ones finish. The managers are alerted on their functions without mediators.

Telecommunication companies have to deal with more competitive and demanding markets. They have to face strict regulations, an increasing competition and reduced prices, and also they have the duty to attract new clients everyday.
This is why Antel, the largest Internet Supplier in the Uruguayan market, decided to implement Apia to solve the problem regarding claims and suggestions of its´ clients.

PROBLEM

The company did not have a department dedicated to receive and solve the complaints and suggestions of the clients. The complaints about the services were received by e-mail, by phone or personally and, in this case, people from any department could receive them. There was no kind of order for its reception or solution. People in charge of other areas had to dedicate time to resending these complaints to the corresponding departments and they even tried to solve the problems themselves. There was no control on the people that had to take care of those problems either.

Because there was no system of control, the client could not know with certainty whether his complaint or query has been received, or when, if it was being processed, or how long it will take to be solved.

At the same time, the problem was turning into a vicious circle. When the client found out that the problems were not being fixed, he sent new complaints that were taken by another person, who was not aware of the situation.

This generates the loss of satisfaction of the client. He notices that the company does not take him into account. Besides, all the information about the complaints was not filed, which made it impossible to create statistics or reports about the services, which were necessary to do some changes or improvements in the management.

Due to the amount of clients and users that the company handled, the situation was practically untenable.

Apia is a product created to give users a specialized tool for the creation and maintenance of their processes.
Its potential comes from its intuitive and graphic environment where it is possible to rapidly design the processes, create users, environments, etc.

SOLUTION

This way, the Quality department of the company had the initiative to fix this problem.

The first thing created with Apia was the central system of collection of suggestions and complaints of the users. From now on, a single system will receive all the complaints and they will be automatically filed in a database.

In Apia a unique process was developed, where a group of tasks was defined in order to receive and deal with the queries. Also, some groups of work were created, which had to deal with these tasks. With this, each employee knew exactly which tasks he had to do, allowing the control and measurement of efficacy with which the problems are solved.

The tasks that the users have to do are all automated. When a complaint or suggestion emerges, Apia automatically alerts the user. He receives the tasks that he should do.

The system monitors all the management until the complaint is solved. All the information is collected and grouped in a single module that puts in order all the complaints and suggestions to create statistics and reports on the system, which are necessary to take all the decisions or to generate changes in the process or in the services.

With the implementation of Apia control was gained in the whole process. Each work group has to fulfill with certain functions, which are monitored by the system. The responsibilities are clearly defined, if there is a delay in the management, it is immediately alerted and solved as soon as possible. This allows measuring the efficacy with which all the employees work.

Besides, the satisfaction of the clients was improved. The system guarantees that the complaint was received and that is being solved. The client knows with accuracy the state of his requirement step by step. The treatment with the client is more personalized.

STATUM