

BSI CRM for M-net

“BSI convinced us with the flexibility and maturity of BSI CRM.”

Georg Lutsch, Department Head for the Communications Center and CC/CRM Subproject Manager at M-net Telecommunications.



Customer

M-net Telekommunikations GmbH
www.m-net.de

Solution

BSI CRM system for the cross-location processing of customer concerns.

Number of users

400

Type of installation

Central solution

Interfaces

Taifun (billing), Alcatel (phone), Dolphin (SMS), Outlook, ScanView (archiving)

Contact at BSI

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Related article

M-net: Multiple locations, one CRM solutions (see BIS News 1/2009)

The telecommunications provider M-net offers fixed network-based communication services through cellular phone networks on through to complex standard networks from a portfolio tailored to the communication requirements of business and private customers. The constant growth at all ten locations compelled M-net to reconsider its communications center and service management infrastructure. In addition, a CRM tool was to be made available for the above-mentioned departments, as well as their sales and marketing departments. Different solutions were previously used for customer contact management at each location, which ultimately provided to be a Sisyphus task in terms of maintenance and integration with the central billing system and other peripheral systems. To compound the problem, some CRM solutions had already met their growth limits.

Highlights of the solution

With BSI CRM, a cross-location and departmental CRM was developed at M-net. The billing system and the ERP remained in place while the existing CRM system was replaced.

- A majority of the communications between the departments takes place through tickets.
- Clear documentation about the contact history and processing status.
- Communications center, technical, sales and marketing in a single system.
- Reduced access rights for external communications and service providers.

Added value for the customer

M-net profits from a unified system that can grow along with the company.

- Significant time-savings and avoidance of communications errors through the use of tickets.
- Reduced training costs among employees in the respective departments through standard guided processes.
- Flexible, fast and competent reaction to the customer boosts customer loyalty.

About M-net

M-net Telekommunikations GmbH supplies a large portion of Bavaria as well as the Ulm metropolitan area with modern communications technology. M-net's fixed network-based communication services are currently available in around 120 local networks or prefix zones. In the developed areas, M-net specializes in Internet, speech and transmission services to meet the communications needs of businesses and private customers. M-net's local focus guarantees its customers individual solutions, short decision-making channels and on-site support.