



## Swisscom takes customer communications very personally

Swisscom established a standard platform to optimize communications with its customers. Right after initiating the project, this market leader took full advantage of legodo to enhance customer relations and written correspondence. This deployment ensures seamless interaction of all relevant elements, and guarantees a simple, future-proof system tuned to support all the needs of Swisscom customers.

### Client

- Swisscom AG

### Sector

- Telecommunications

### Challenge

- Costs, quality, and control of all communications with customers

### Role of legodo

- Software producer and distributor
- Consulting services
- Project management
- Installation & training

### Benefits

- Operating costs cut by CHF 2 million p.a.
- Shorter response times to customer queries
- Greater use of modern communication channels like texting and e-mails



### Brief profile of Swisscom AG

This telecom leader in Switzerland has about 20,000 employees serving 5.6 million cell phone and 1.8 million DSL customers. It provides them with mobile, networked, and IP-based voice and data communication products & services. In fiscal year 2009, Swisscom generated net sales of CHF 12 billion.

### Challenges

The project called for standard CRM services and a platform to optimize communications for the merging units of Swisscom, Fixnet, Swisscom Mobile, and Swisscom Solutions. The thrust was on a three-pronged approach encompassing costs, quality, and control of all communications with customers, as elucidated below.

### Costs

The objective of written correspondence is to focus on digital communications with texting and e-mails, in response to the changed behavior of consumers and the burgeoning costs for letter writing. Under the new plan for communications, legodo helped chop operating costs by CHF 2 million p.a. The result – customers benefit from faster response times and less paperwork for orders and enquiries.

### Quality

Swisscom's strategy meant matching all its communications to customer needs. Hence, instead of flooding recipients with letters, customer support services creates relevant correspondence by tailoring each piece to the precise requirements of the customers and channels.

Integrating legodo assured high quality data and a personal touch in the correspondence; rules and the legodo Designer software ensure adherence to the CI. Now, with the aid of legodo, Swisscom can once again contact customers directly and in a personalized form by offering "Communication that is worth the experience."

### Control

Whereas communication equates to gaining a competitive advantage, control means staying a decisive step ahead. Swisscom thus uses legodo to monitor channels and communication behavior, and applies the data gathered to make decisions and forecasts.

### Bright outlook

This project has helped boost customer satisfaction, slash costs, and drastically reduce the use of paper.

The next step calls for advancing the level of electronic dialogs with customers – through legodo's Smart Bounce.



***"With legodo, we can deliver customer relevant correspondence in the right context and at the right time – easily, directly, and with a personal touch of course."***

*Christian Viatte, Manager Service Champion Program, Swisscom*

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