

## Case Study.

### Panasonic delivers technical support automatically through Eptica Web Self-service and multimedia answers

#### Requirements

- Enable customers to get information and support within minutes from the Panasonic website
- Reduce handling time for complex customer service enquiries
- Reduce number of routine customer enquiries
- Improve consistency of technical support across a wide product range

#### Results

Reduced handling time across 40,000 customer interactions per month

Ability to react immediately to particular questions by adding answers to Eptica Self-service before incoming queries escalate in volume

Added depth to customer interactions through video answers and image navigation

#### Solution

Web Self-service

**Panasonic is one of the largest electronics manufacturers in the world providing a wide range of innovative, high quality consumer and business products. In the UK alone it currently employs more than 500 staff and has an annual turnover in excess of £700m.**

#### Challenge

Panasonic's UK Customer Communication Centre was receiving in excess of 40,000 monthly customer contacts via telephone and email. Consistency and the ability to respond to a wide variety of questions was a challenge when providing support on such a high volume and broad range of high tech products. A significant number of enquiries are complex product or technical questions which can take several communications and considerable time to resolve.

Panasonic needed a knowledge based solution that could automatically answer routine questions online and reduce the handling time for complex customer service enquiries while still delivering an unrivalled customer experience across its entire product range.

#### Solution

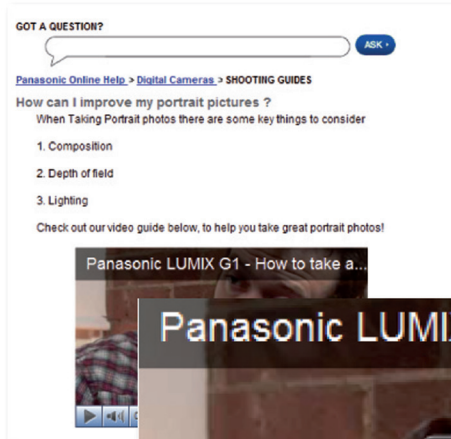
Panasonic is rolling out web customer service software from Eptica to enable customers to get information and support within minutes from the Panasonic website.

Eptica Self-service™ has enabled Panasonic to collate a vast amount of existing knowledge and information into a system that is easy both for customers and agents to navigate. Customer support agents are able to instantly access consistent, up-to-date information for all Panasonic's consumer products, speeding up first call resolution and improving customer satisfaction.

Eptica also provides an effective platform for resolving complicated product enquiries. Responses to questions asked online can now embed short videos, such as product demonstrations, bringing the answers to life and dramatically improving the experience for consumers.

“The combination of Eptica and multimedia answers is putting the customer in the driving seat and enabling them to solve their queries quickly, at their own convenience.”

Patricia Hamed  
Manager of Customer Communications Centre  
Panasonic



## Exploit multimedia within self-service

- Customers can resolve issues in their own time
- Removes the need to endure a lengthy customer service call
- Improves customer experience
- Deflects a significant volume of support calls

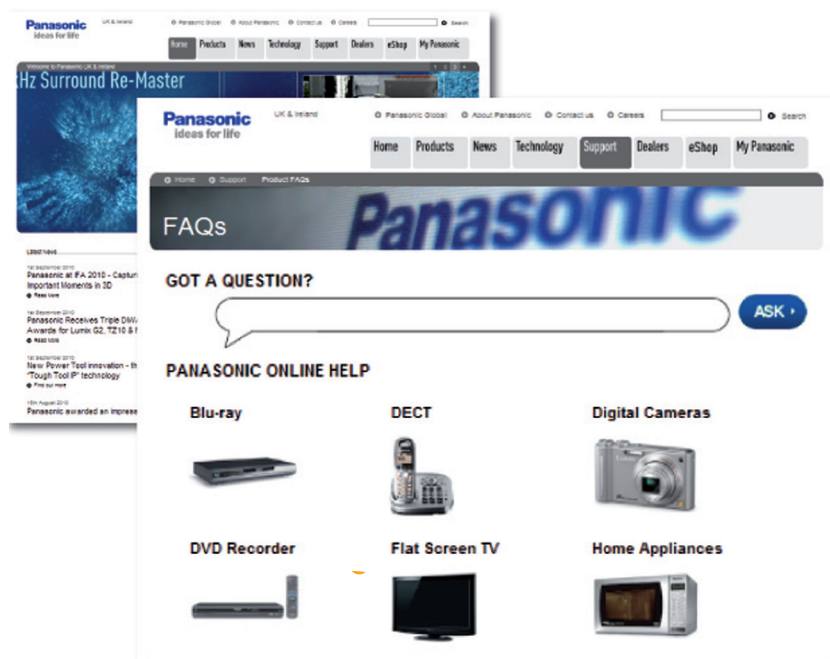
Video answers use the accessibility and visual capabilities of multimedia to give real depth to information and enable customers to solve their issues themselves, at any time of day or night. While previously complex enquiries could involve several lengthy technical support calls, customers are now empowered with the answers in a straightforward, convenient and visual manner, significantly enhancing the overall experience.

Eptica Self-service uses an advanced 'meaning based' search engine and dynamic self-learning knowledgebase that provides visitors with immediate online answers to their questions and ensures the information Panasonic's customers most want to know is always provided at the top of the 'Ask a Question' section of the website. This means customers can find it faster and therefore only need to call or email if they require greater details or more in-depth assistance.

Panasonic's use of multimedia to improve the customer experience doesn't stop with video answers. It uses enticing, easy to understand graphics and pictures to help customers navigate its self-service knowledgebase, speeding up access to information and adding visual depth to the site.

Analysing the questions users ask provides Panasonic with invaluable customer insight, enabling it to react immediately, for example to patterns or increases in particular topics. By adding the answers to Eptica Self-service before questions escalate in volume, Panasonic is able to quickly limit the number of inbound calls and emails it receives and optimise online customer experience.

“With such a wide range of high tech products we needed online customer service to make it easy for customers to find the technical support information they needed,” commented Patricia Hamed, Manager of Customer Communications Centre, Panasonic UK. “The combination of Eptica and multimedia answers is putting the customer in the driving seat and enabling them to solve their queries quickly, at their own convenience. This visual approach to self-service is increasing first contact resolution and improving efficiency while enhancing the experience for all of our customers.”



Despite an increase in website traffic, since deploying Eptica, Panasonic has seen shorter handling time for queries and, once the solution is fully rolled out, it anticipates further reductions in customer contacts. As a consequence Panasonic is now looking to extend its use of Eptica outside the UK.

As Panasonic is showing, when it comes to customer service a picture or video really is worth a thousand words.

To find out how Eptica can help you improve customer service and reduce service costs, contact Eptica at [marketing.en@eptica.com](mailto:marketing.en@eptica.com) or visit [www.eptica.com](http://www.eptica.com).

## Self-learning knowledge base

- Meaning based search matches questions to answers
- Every interaction with the knowledgebase fine tunes the links between questions and answers
- System self-learns from Agent behavior
- Agents give feedback and propose content
- Content published in a few clicks
- No manual indexing
- No specialist skills
- Back office workload minimized

## Other Services

### **Eptica Email Management™**

Improves the quality of email replies. Typically cuts email handling time by 50% and repeat emails by more than 75%.

### **Eptica Enterprise Agent™**

Eptica's powerful rules based workflow engine automatically routes, tracks, records and manages customer service email interaction across the entire enterprise based on skill, customer profile and nature of enquiry.

### **Eptica Live Chat™**

Live Chat intelligently managed to reduce costs and increase sales.

### **Eptica Contact Assistant™**

A self-learning knowledge-base for customer service agents. Improves first contact resolution, average handling time and the quality and consistency of agents' answers.

### **Eptica Fax-Letter-SMS™**

Automatically dispatches letters and fax to agents as inbound emails. Various media can be leveraged for responses: e.g. urgent fax received by email, respond by SMS.

### **Eptica Analytics™**

Leverage the data from your customer service operation. Now you can track the performance of your customer service operation in real-time and understand the issues that create customer demand.

## About Eptica

Eptica is the leading European multilingual solution for Customer Interaction Management including Web Self-service, Email Management, Chat, Fax-Letter-SMS and Knowledge management for Customer Service. Available on premise or SaaS, Eptica software enables website and customer service channels to work together to improve quality of service, resolve enquiries faster, reduce costs and maximize every sales opportunity. Today more than 280 customers, including some of the world's largest, in 14 countries, use Eptica solutions to deliver excellent customer service at much lower cost. Eptica's customers include: Haven Holidays, Republic, Gocompare.com, Budget Insurance, Panasonic, Virgin Holidays, Fortis Insurance, Hotels.com, La Redoute, Brent Council, DatingDirect.com, Capita, Société Générale, South East Water, ING and Barclays.

Eptica is based in the UK, France, Spain, Canada and Singapore and operates worldwide through its network of partners. Eptica was awarded the Deloitte Technology Fast 500 EMEA in 2009 for the third consecutive year and is positioned in Gartner's Magic Quadrant for Web Customer Service 2010.