

Austrian Post

Austria's leading logistics and postal services provider



The Organization

Österreichische Post AG (Austrian Post) is the leading logistics and postal services provider in Austria. Its main business activities include the transport and delivery of letters, direct mail items, print media and parcels. The branch network of Austrian Post ranks among the largest private customer networks in the country and the organization employs 150 people in its customer service operations at two main locations in Vienna and Graz as well as in Linz. Customer service handles 1.2 million customer interactions annually with the staff attending to all queries, from information desk to advice, to complaints, to hotlines for business customers and special issues.

Motivation for Change

Austrian Post ranks customer focus first in their mission statement, seeing it as an opportunity to inspire their customers. In order to achieve this goal, comprehensive activities have been initiated in all departments. This involves complex processes that focus on addressing the needs of their customers. This includes the deployment of up-to-date information technology to increase efficiency as well simplified procedures.

In addition to providing the opportunity to interact with the company via different channels, the Austrian Post believes that good service can be achieved when the agent workforce is planned according to demand. Customers can contact the service center via phone, email, letter/fax, online form and even visit the Vienna center in person. Fluctuation in interaction volume and the agents' knowledge in a variety of specific topics (e.g. business hotlines, energy cost calculator, e-services, online marketplace) are also critical factors.



Since the Austrian Post's older customer support solutions deployed in the customer service center could not adequately fulfill the increased expectations in terms of routing, efficient administration and workforce management, Austrian Post launched a technology re-tender at the end of 2016.

Desired Solution

It was important for the Austrian Post to obtain everything from a single source in order to ensure compatibility and avoid integration issues down the road that could impact call routing, channel variability, self-service offerings, workforce management. Also, having the solution being deployed in the cloud was a must.

Automated scheduling for core business activities was an important requirement that the company wanted as a part of their workforce management functionality. Although the workforce planners often operate with repeated shift rotations they also needed to be flexible and have the ability to adapt to unforeseen circumstance that would require staff changes if necessary. The solution also needed to meet the requirements of the complex employment structure with varying working hours (civil servants, employees, fulltime, part-time, leasing personnel).

Why Aspect

Austrian Post talked to several suppliers and then chose a complete customer engagement, workforce optimization and self-service solution from Aspect that enables interaction management and innovative omni-channel self-service offerings as well as efficient workforce management and support. Aspect's workforce management has been able to address the scheduling needs of the various staff segments.

As a cloud offering hosted in Aspect's data center in the German city of Frankfurt, the solution meets the Post's IT strategy requirement to create more agile and more flexible infrastructures.

“In workforce management we benefit from the features provided by the Aspect tool and also from the seamless processes due to the integrated solution offering from a single source.”

– Angela Henke, Reporting and Resource Planning

The Results

Since going live, Austrian Post's schedule forecasting has improved thanks to the automatic transfer of historic data from Aspect's routing platform. Also, demand forecasts are presented in a more transparent and easy-to-understand form making it much easier for the planners to identify approaches for improvements. The automated planning takes into consideration labor-time-factors, such as working hours, as well preferences, such as working time distribution (early/late), non-availabilities (e.g. to accommodate part-time student workers' university timetables) and fields of activities (e.g. non-voice only, specific topics). If necessary, even a change from front office to back office activities, which is usually on a day-by-day basis, can automatically be re-scheduled on an hourly basis. All this has led to a significant reduction of the planning effort and thus contributed to an increase in efficiency. "We automatically obtain a working planning variant," says Henke. "However, if we want to revise manually, it's very easy to do so."

Operation is intuitive and graphically rich so the planners' user experience, navigation and control is very user-friendly. The same applies to the compilation of reports. For example, all information for leasing personnel allocation can easily be supplied via the tool. The Aspect solution also allows quick mass processing, e.g. enter team meetings in all plans or re-schedule them at short notice, if necessary.

Previously, agents had to be at their workplace and logged into the Post network in order to see their schedule. Now, they can view their schedule via a Web application from anywhere – regardless of browser or device, even on their mobile phone.

“This is just a first step towards empowering the agents with more options for self-administration,” says Henke. “After all, and not only in this area, the Aspect solution has a lot more to offer than what we currently use.”

“Our planning times have significantly decreased while the planning results have improved. The software is user-friendly and intuitive to manage. We are more than happy.”

– Angela Henke, Reporting and Resource Planning

**Corporate and Americas
Headquarters**

2325 E. Camelback Road,
Suite 700
Phoenix, AZ 85016
+(1) 602 282 1500 office
+(1) 602 956 2294 fax

Europe & Africa Headquarters

The Record Store
15 Pressing Lane
Hayes UB3 1EP
United Kingdom
+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

**Asia Pacific & Middle East
Headquarters**

7 Temasek Boulevard
#08-02 Suntec Tower One
Singapore 038987
+(65) 6590 0388 office
+(65) 6324 1003 fax

About Aspect

Aspect helps enterprises break down the walls between people, processes, systems and data sources, allowing organizations to unite around the customer journey. By developing fully native [interaction management](#), [workforce optimization](#) and [self-service](#) capabilities within a single customer engagement center, we enable dynamic, conversational interactions and create a truly frictionless omni-channel customer experience. Leveraging the agility of our worldwide cloud infrastructure and over 40 years of industry ingenuity, Aspect conveniently and easily connects questions to answers while helping enterprises keep service levels high and operational costs contained. For more information, visit www.aspect.com.

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