

Swisscom

## Better service for customers



Swisscom

Worblaufen, Switzerland

[www.swisscom.ch/solutions](http://www.swisscom.ch/solutions)[www.swisscom.ch/its](http://www.swisscom.ch/its)

### Results

- Increased speed of delivery of new information and services by as much as 25%
- Decreased web management costs by as much as 20%
- Enhanced functionality and appeal of self-service portal
- Boosted portal conversions between 5% and 150%, depending on area
- Brought more prospects into the ITS sales cycle through dynamic online forms
- Saved time and effort by providing automatic translation of sources into four languages

Swisscom engages new business customers and supports existing ones using Adobe Experience Manager and Adobe Analytics to deliver timely and tailored online experiences

As Switzerland's leading telecommunications company, Swisscom offers comprehensive services to businesses and residential customers. Its Corporate Business Division helps business customers plan, implement, and operate their IT and communications infrastructure, while another division of the company, Swisscom IT Services (ITS), is a leader in the integration and operation of complex IT systems. ITS partners with businesses to assist them with solutions ranging from enterprise applications such as SAP, IT outsourcing, workplace, and finance services.

Though the focus of these two divisions is different, they share customers and many requirements, such as the need to provide high-quality, engaging, and highly functional web experiences in four or more languages, including German, French, Italian, and English. So several years ago, when Swisscom reevaluated the diverse solutions it had in place for web content management, the company decided to standardize on one solution that could meet all its most important criteria.

In seeking a new solution, Swisscom placed top priorities on ensuring customer satisfaction and on streamlining internal processes. The company wanted to efficiently create and deliver online experiences that enabled customers to quickly find important details in enjoyable, informative, and personalized ways. At the same time, Swisscom wanted to improve efficiency and leverage the same web content management, video, and analytics infrastructure across separate business groups.

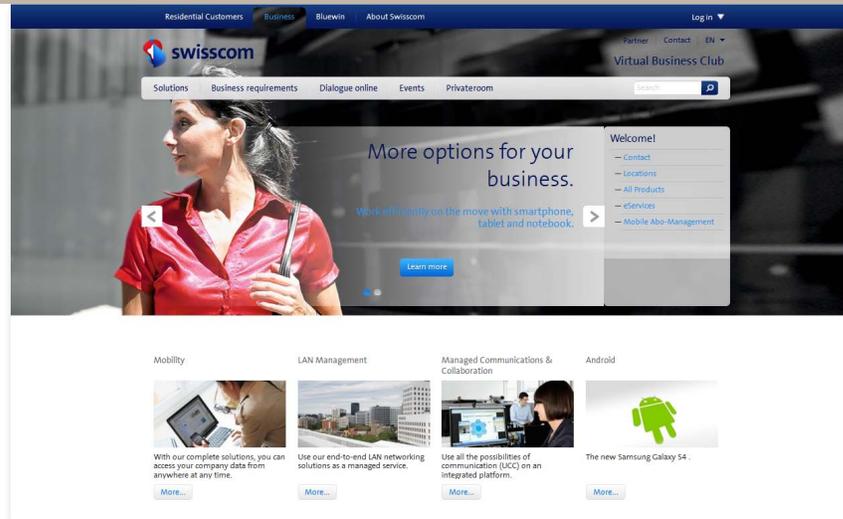
"We wanted to attract and retain customers with intuitive, state-of-the-art web experiences," says Christoph Bracher, online solutions manager for Swisscom's Online division. "We chose Adobe Experience Manager and Adobe Analytics because the combined solutions offered an engaging experience for site visitors—and ease of management and use for us."

As an example, Bracher highlighted the multisite manager and live copy capabilities built into Adobe Experience Manager. "Adobe Experience Manager enables us to easily repurpose web content for delivery in multiple languages, saving us considerable time," he says. "Plus, it's an intuitive system, so people with different skills can come up to speed on it quickly. We can now work more efficiently, while reaching customers more reliably in their native languages."

### Making self service attractive

The Corporate Business Division now uses Adobe Experience Manager to power its portal, called Virtual Business Club ([www.swisscom.ch/solutions/en/start.html](http://www.swisscom.ch/solutions/en/start.html)), which enables self-service transactions for Swisscom business customers. Authorized users can use it to access and manage some 70 e-services, ranging from reviewing service agreements, up through monitoring their LANS and WANS and managing fleets of many thousands of mobile phones. The portal uses a middleware layer to connect with Swisscom's proprietary back-end systems for CRM, order management, and other vital business processes.

"Ease of use for customers is essential to the success of the Virtual Business Club," says Bracher. "They'll only adopt this cost-effective service channel if we make it easy for them to serve themselves." Bracher and his team optimize usability of the portal by studying how customers interact with it and measuring conversion rates to see how often they access new services. "By continually tracking overall engagement and improving customer experiences, we have been able to increase conversion rates by anywhere from 5% to 150%, depending on the area where changes are made," adds Bracher.



### Challenge

- Improve visitor experience and staff efficiency
- Support four languages as cost- and time-effectively as possible
- Attract customers to convenient self-service channel
- Generate increased interest in company's IT services

### Solution

- Leverage Adobe Experience Management within Adobe Marketing Cloud for robust, flexible content management across different divisions of the company
- Optimize online customer experiences using insights gained through Adobe Analytics solutions

### Systems at a glance

- Adobe Marketing Cloud, including Adobe Experience Manager and Adobe Analytics solutions. Components used include:
- Web content management
  - Digital asset management
  - Video
  - Adobe SiteCatalyst\*

### Streamlining management

With the intuitive ease-of-use of Adobe Experience Manager, the team supporting the Virtual Business Club is well on its way to achieving its goal of accelerating delivery of new information and services by 25%, while decreasing costs by 20%. For example, because Adobe Experience Manager is based on Java™, Bracher and his team have found they can rapidly deliver new functionality to the site or make design changes.

"Whatever we think of, we can do with Adobe Experience Manager," Bracher says. Authors can design and implement every element on the website, which makes it easier to update the site while maintaining a consistent appearance and visual identity. It takes just two people to manage content for the Virtual Business Club. They make sure that every proposed element has a business case and KPI to back it up—and they track performance of the new functionality against that KPI.

### Picture this

Though the Virtual Business Club primarily handles transactions for existing customers, it also helps create community and generate new sales by delivering videos of how other companies are using Swisscom services to meet their goals. Bracher's team uploads the videos, and then uses Adobe Experience Manager video capabilities to automatically deliver them in different renditions so visitors see the video optimized for their device screen size.

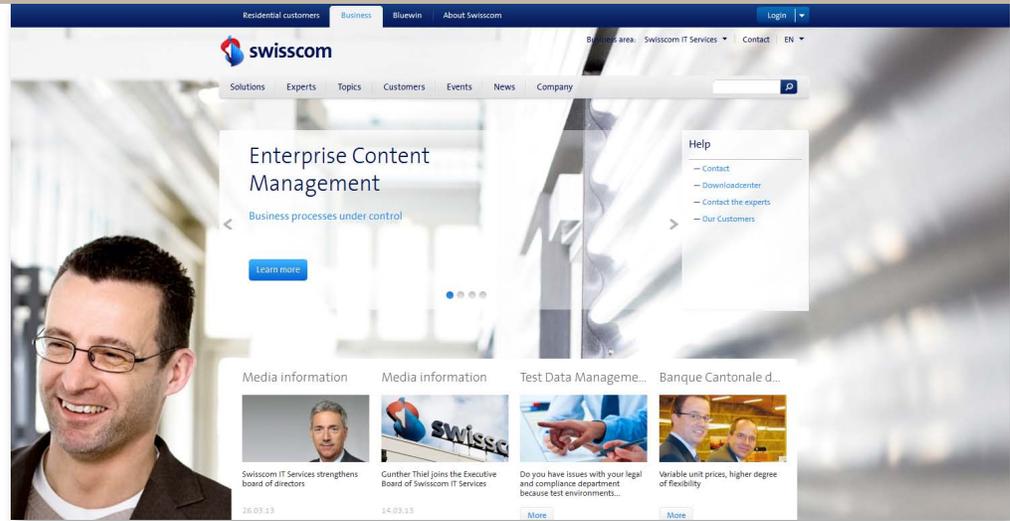
"Leveraging the video capabilities is just a start," says Bracher. "We're continuing to take advantage of new capabilities in Adobe Experience Manager. Going forward, we're also considering using Adobe Experience Manager dynamic media capabilities to display brochures, image galleries, and other content to better engage site visitors."

### A strong foundation for many groups

Swisscom IT Services (ITS) is also leveraging Adobe Experience Manager to take advantage of Swisscom's shared services model for web experience management. ITS is independent of the Online division, with each division managing its own content, running websites on different physical systems, and using its websites to achieve different goals.

"Our objective is to market our services by engaging business decision makers," explains Nicole Beck Dekkara, marketing specialist at ITS. "We show how we can help them, and we also provide online contact forms so that they can ask our experts questions—which brings them into our sales funnel."

The ITS site is both a sales tool for Swisscom and a resource for customers and prospects looking for assistance with complex IT services such as outsourcing.



*“At ITS, we’re seeing a lot of customers contacting our experts through our online forms...we know that will translate to more business.”*

**Christoph Bracher, online solutions manager, Swisscom’s Online Division**

The content on the ITS site ([www.swisscom.ch/its/en/it-services.html](http://www.swisscom.ch/its/en/it-services.html)) is much more news-focused, with communications specialists continually creating fresh content. Because Adobe Experience Manager is so easy to use, they can publish time-sensitive content directly to the website themselves within hours. Three dedicated website authors focus on product information and the most complex parts of the site.

ITS is also planning to further expand its use of Adobe Experience Manager. The group has already optimized some of its pages for rendering on mobile devices, and will soon more broadly implement device detection capabilities in Adobe Experience Manager to tailor content to an even greater range of devices.

### **Boosting sales and efficiency**

With Adobe Experience Manager, Swisscom now has a more attractive and intuitive way of reaching its clients—no matter what device they’re using or which language they’re speaking. The new solution has helped both Swisscom divisions to meet their goals for online engagement.

At the Corporate Business Division, Bracher and his team are seeing more business customers using the Virtual Business Club for more self-service transactions, freeing up Swisscom customer service staff. “With Adobe Experience Manager, we can quickly develop the functionality we need for the portal,” says Bracher. “We’re confident that we can continue to improve online experiences and increase customer satisfaction.”

Says Beck Dekkara, “At ITS, we’re seeing a lot of customers contacting our experts through our online forms. Though we don’t yet have hard metrics, we know that will translate to more business.”

**For more information**  
[www.adobe.com/solutions/digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



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