

SYNFIS SERVICE OPTIMISES WORK PROCESSES AND IMPROVES CUSTOMER SERVICE BY 50% WITH BLACKBERRY SOLUTION AND LINEAS



In Germany, self-service machines have become increasingly popular for banking. Customers value the 24/7 service for the ease with which they can deposit and withdraw money, make payments, re-charge electronic cash cards as well as review statements. However, each automated teller machine (ATM) requires intensive service and maintenance. The majority of banks outsource this maintenance to third-party businesses that specialise in ATM servicing such as Synfis Service GmbH. With a staff of 100 technicians, Synfis supports more than 500 financial institutions, servicing approximately 20,000 ATMs and electronic cashier systems throughout Germany.

THE CHALLENGE

Synfis customer service requests are predominantly made by phone or online and are centrally managed by a ticketing system. In the past, customer service associates dispatched these requests to the technicians in the field by telephone. The process often led to delays in responding and made the coordination of service staff and assignments overly complicated. To improve its service levels, Synfis wanted to simplify and streamline this process: they wanted technicians to be able to receive service requests directly, no matter whether they were in the field or in the office and be able to take responsibility for the entire workflow, from request to completion.

THE SOLUTION

Synfis decided on the BlackBerry® solution with mTicket, a mobile application developed by LINEAS Informationstechnik GmbH. Thomas Neumann, Account Manager at LINEAS, summarised the requirements, "All service requests that reach Synfis are fed into a central IBM Lotus® Notes®-based system. Synfis required immediate, push-based mobile transmission of these requests to its technicians in the field. Continuous status updates, automatic time reporting and the ability to transfer additional information on service activities were also requirements. The BlackBerry solution with mTicket was the only service to meet these needs."

BENEFITS

**INCREASED
PRODUCTIVITY**

**SIGNIFICANTLY
DECREASED COSTS**

**HIGH EMPLOYEE
AND CUSTOMER
ACCEPTANCE**

**INCREASED
COMPETITIVENESS**

"With the BlackBerry solution and the mTicket application, our customers are guaranteed that their service requests are processed quickly and efficiently. The high level of client satisfaction has improved our reputation and helped us to generate more business."

Kai Pfeiffer, Head of IT, Synfis

THE BENEFITS

In just six weeks, LINEAS developed the mTicket solution in Java for deployment on BlackBerry smartphones. Kai Pfeiffer, Head of IT at Synfis explains, "We introduced mTicket with LINEAS based on the BlackBerry solution originally in a test environment and subsequently in live operations. Our technicians can now be briefed on service requests much more effectively which has allowed us to double the number of serviced cashier systems. This has clearly increased the level of customer satisfaction – the percentage of our customers with a service level agreement went up from 20 to 75 per cent."

With the mTicket solution, functionality is not limited if the application is offline - all local changes are cached on the device and will be synchronized when network is available. Changes that are not in sync with the backend are marked, so that the user is informed, and Pfeiffer is pleased with the optimised work process, "Our service technicians were using the BlackBerry smartphones intuitively after a short period of time. They are especially happy that they only need one device now, which offers traditional phone functions and can be used on and offline to process the service assignments. Not only this, but we also save about €15,000 on mobile phone charges each year!"

"With the BlackBerry solution and the mTicket application, our customers are guaranteed that their service requests are processed quickly and efficiently," continued Pfeiffer. "The high level of client satisfaction has improved our reputation and helped us to generate more business. In addition, the time saved by our field staff employees now allows us to devote more time into serving new customers. Without the BlackBerry solution we simply wouldn't be as competitive."

For further information: www.blackberry.com/go/success

BLACKBERRY CASE STUDY
SYNFIS

