

i-Seven helps HK Danmark enhance member services with IBM Lotus technologies



Overview

■ The Challenge

With data held in a variety of different IT systems, it was difficult for staff at Danish trade union HK Danmark to access all the information they needed to respond quickly to members' requests. There was also no easy way to review the union's interactions with each member, or to get an overview of all member-related activities.

■ The Solution

i-Seven (www.i-seven.com), an IBM Business Partner, helped HK Danmark design and deploy a contact centre solution based on IBM Lotus Notes and Domino 7. The solution is integrated with most of the IT systems that handle membership information, and with a telephony system.

■ The Benefits

When members call, staff can obtain access to all relevant information, helping them handle enquiries more quickly. This helps to improve customer service and reduces the risk of member attrition. Reporting tools enable HK Danmark to analyse the most common enquiries and take a more proactive approach. The solution extends the value of the existing Lotus Notes & Domino platform, keeping licensing costs low and reducing the need to train staff on a new system.



i-seven
Innovative solutions

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Project Manager
HK Danmark*

Founded in 1900, HK Danmark is one of the largest Danish trade unions with 325,000 members and 1,400 people at eight locations across the country. In its early years, the union was instrumental in securing workers' rights and unemployment benefit for workers in the clerical and commercial sectors; in recent times, its focus has shifted to deal with modern issues such as equal opportunities, mediation and legal services, and professional development.

Members tend to communicate with HK Danmark by telephone and mail. Until recently, this involved forwarding enquiries to different departments for different services, and it could take time to get through to the right person. Moreover, since membership data is held in a number of different systems – including Microsoft .NET applications and Lotus Notes and Domino based applications – it was difficult for staff to access all the relevant data for each member.

“HK has launched a major strategic initiative to modernise the organisation, and customer service is an important focal point,” explains Dorte B. Rasmussen, Project Manager at HK Danmark. “We wanted to create a contact centre with staff who would be able to deal with all enquiries from our members – but we quickly realised that without support from an integrated IT system, the plan would not work.”

Choosing a partner

HK Danmark needed a partner with the technical expertise and business

consulting experience to design and implement a contact centre solution that would give front-line staff immediate access to all the information they needed.

“IBM Lotus Notes and Domino has been our corporate email and calendaring solution for a number of years, and we also have found it an extremely efficient and flexible platform for application development,” explains Dorte B. Rasmussen. “We wanted to leverage this with the new solution, so we looked for partners that had experience with Lotus Domino development – and i-Seven fitted the bill.

“We also knew that this would be an ambitious project, so we wanted a partner with a pragmatic approach to project management. We had worked with the i-Seven team on previous projects, and were impressed with their ability to break complex IT projects down into small, manageable deliverables that can be developed quickly.”

Delivering a solution

i-Seven worked closely with business users and the in-house IT team at HK Danmark to design a solution that would align with the organisation's needs.

“We created a Lotus Domino application that is integrated with the telephone system in the contact centre,” explains Henrik Hansen, Managing Director of i-Seven. “When a member calls, the system asks them

to key in their membership number before putting them through to a contact centre operator. Once the number is entered, the application calls up the relevant data from all the different systems, and displays it in a single window on the operative's screen – so all the information they need is instantly available.”

Despite the complexity of the integration between the new application and the existing.NET and Lotus Domino based systems, i-Seven was able to develop, test and implement the solution within just three months – meeting all of HK Danmark's deadlines. The solution has been rolled out to all seven HK Danmark offices, helping staff collaborate more easily across the country.

Enhancing customer service

With the new solution in place, HK Danmark can provide faster, more efficient service to its members – helping to increase customer satisfaction and improve productivity.

“Our users are very impressed with the solution – they now have all the information they need at their fingertips, without having to log in to lots of different systems,” comments Dorte B. Rasmussen. “Moreover, since they were already familiar with the Lotus Notes interface, it was easy for us to train them to use the new application.”

The solution keeps a record of all interactions between HK Danmark and its members, so users can quickly see

the status and history of any previous issues. This means that members do not have to explain the same thing every time they call, and leads to more efficient and proactive service.

“Another benefit is that we can now get an overview of all activity handled by the contact centre,” explains Dorte B. Rasmussen. “If a lot of members are calling about the same thing, we know that it is an important issue, and we can plan our response more quickly. Again, this means better, faster service for our members.”

Good customer service ensures that members get a real sense of the value of their union membership, and helps to reduce attrition rates.

Dorte B. Rasmussen concludes: “HK Danmark plays an important role in Danish society, and its members rely on it for support throughout their working lives. This solution from i-Seven and IBM is helping us serve their needs more effectively, while enhancing operational efficiency within the organisation.”

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HK Danmark*



IBM United Kingdom Limited

PO Box 41
North Harbour
Portsmouth
Hampshire
PO6 3AU

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