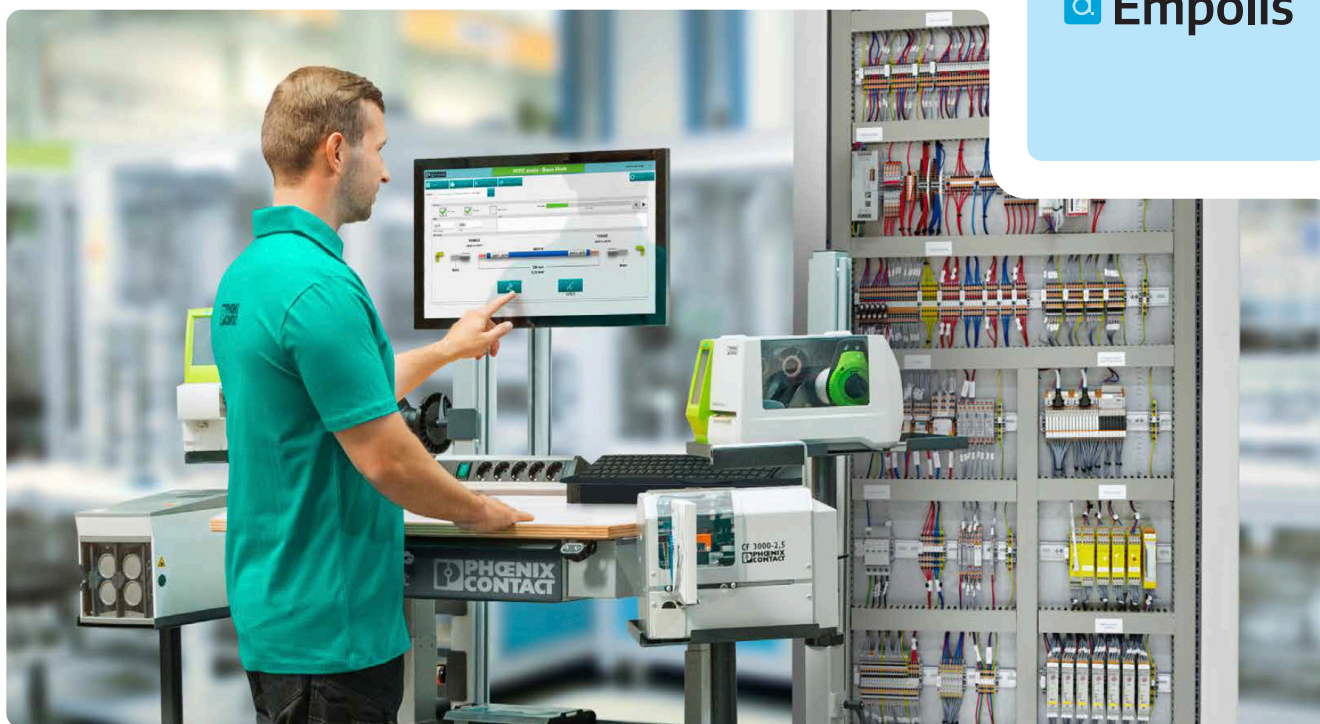


Case Study

Phoenix Contact



The digital sales assistant

How Phoenix Contact makes its sales more successful with Empolis Service Express®

To keep internal processes in customer service lean and offer new user groups state-of-the-art communication channels, Phoenix Contact relies on the knowledge database from Empolis Service Express®. Furthermore, digitally available knowledge is also of great value for several thousand employees in product consulting and sales.

Phoenix Contact is one of the world market leaders and innovators in the field of electrical engineering and automation. The more than 60,000 products and intelligent solutions are often encountered unnoticed in everyday life: whether charging the electric car, traffic control technology in the tunnel or radio-controlled shore lighting. The wide range of possible applications generates correspondingly complex and knowledge-intensive product consultation for customers.

In the past, a team of 25 engineers at the Bad Pymont headquarters was responsible for this task, advising the sales department on specific questions regarding the correct use of the technical components. Until 2018, all inquiries were handled centrally in a ticketing database – until the limits were reached with this system, as well as its processes in terms of time, costs and customer satisfaction.

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With the declared goal of implementing a new, future-proof solution, Phoenix Contact had set its goals high. In line with the slogan "Solutions for the future," the company was looking for a system that could be used not only to respond and answer routine tasks with the help of intelligent assistants. A database for instructions and technical documents also needed to be accessible via a central search function. A self-service portal was also to be built on top of this, with which customers and partners could find information independently with the help of decision trees.

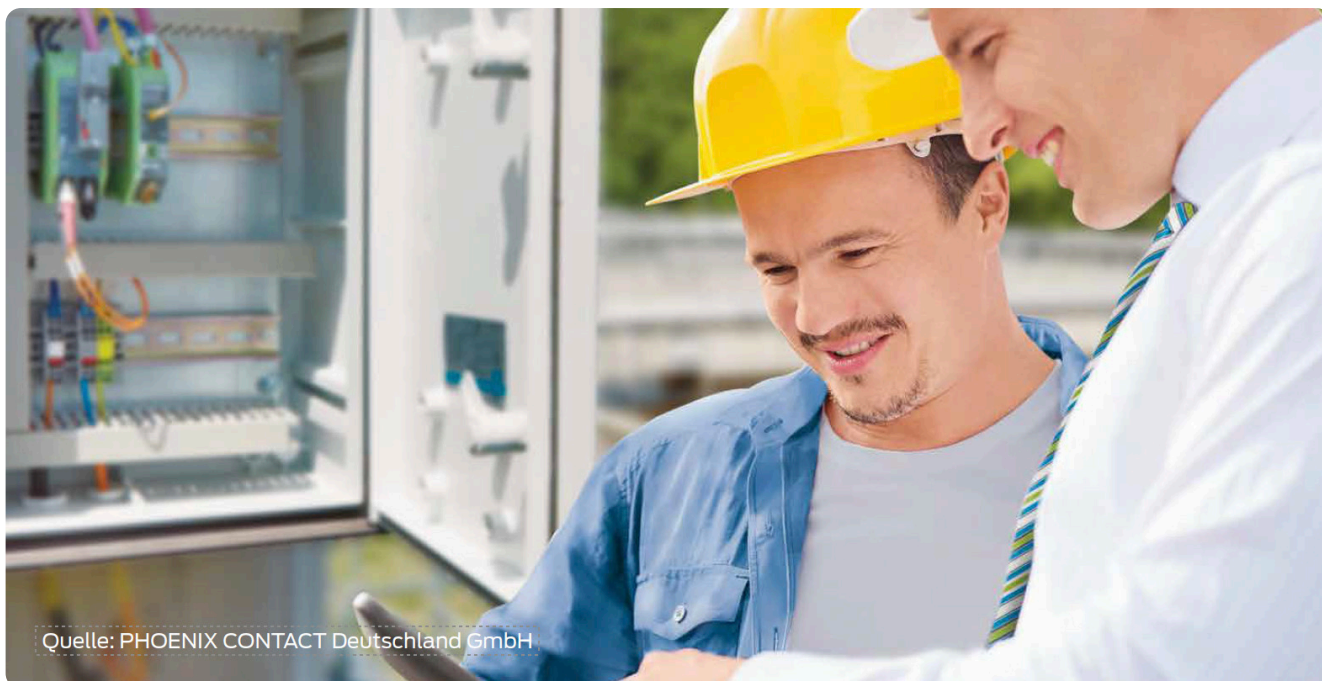
Everything should be realized with a central system that meets modern security requirements and is suitable for worldwide use. This is exactly where Empolis Service Express® came into play.

Content knowledge as basis for the entire project

In a proof of concept, Phoenix Contact initially wanted to use

the knowledge from the ticket system as a basis. But this did not happen: "During the first review of the data from the ticket system, it quickly became apparent that it was not content knowledge that was documented, but process knowledge. Unfortunately, this is unsuitable for a knowledge database," recalls Jürgen Lütkehellweg, Director Delivery & Operations at Empolis.

With this eye-opening experience, project managers and employees at Phoenix Contact felt spurred to digitalize their knowledge and thus build a suitable database. This led to further questions: What knowledge is needed in general and at what level of detail? Internal coordination quickly led to new principles and guidelines according to which tickets should be processed. In this way, content knowledge was continuously built up for self-service, which the company's own consultants and sales staff were to use. The motivation of the engineers in product consulting accelerated the implementation.



Quelle: PHOENIX CONTACT Deutschland GmbH

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Within a few weeks, the Empolis Service Express® knowledge portal was being used productively with a small database – in line with the motto “Think big, start small.”

The engineers in the department had even connected their own data sources and were sometimes very surprised by the fast and smooth process.

Sustainable growth of the knowledge database

Phoenix Contact relies on continuous growth of the knowledge database. To date, knowledge articles and documents are regularly supplemented and new decision trees are created. This is a great advantage when it comes to employee workload, because it allows the workload to be distributed more evenly during periods with fewer requests. Especially at the beginning of the Corona pandemic in spring 2020, engineers used their time to create and define new decision trees. This now benefits all users who are specifically looking for information.

In addition, a strategic goal was defined so that end users can also use various services via a self-service portal to view the documentation for their device. With Empolis Service Express®' roles and rights concept, this requirement can be mapped in a central portal.

“Our goal was to share internal knowledge with customers while keeping our own processes lean. We want to offer self-service in line with the needs of the younger generation, while at the same time opening up new communication channels via chat and voicebots. For both approaches, the Empolis knowledge management platform will be our foundation,” explains Markus von Schlichtkrull-Guse, Manager Support & Knowledge Infrastructure at Phoenix Contact.

Ambitious goals for the future

There are now an average of over 17,000 internal searches per month on over 10,500 documents and 131 decision trees in the cloud.

“With the help of Empolis Service Express®, we provide our employees with internal information and answer questions from several million customers in over 40 countries – that’s a real success for us!” says a delighted von Schlichtkrull-Guse.

From the very beginning, the focus was not only on building a knowledge database for internal purposes, but also on self-service for end customers. Currently, the company is planning to integrate the knowledge database into the ticketing system so that engineers no longer have to switch manually between ticket management and Empolis Service Express®. In the future, all matching solutions will be automatically displayed according to the terms used in the ticket to increase the speed of resolution. Thanks to artificial intelligence, Empolis Service Express® can already do this today.

“We want to offer self-service and at the same time open up new communication channels via chatbots and voicebots. For both approaches, the Empolis knowledge management platform will be our foundation.”

Markus von Schlichtkrull-Guse, Manager Support & Knowledge Infrastructure,
Phoenix Contact

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About Phoenix Contact

Phoenix Contact is a worldwide market leader for components, systems, and solutions in the fields of electrical engineering, electronics, and automation. Today, the family-owned company employs around 17,100 people worldwide and achieved turnover of €2.4 billion in 2020. The company headquarters are in Blomberg, Germany. The Phoenix Contact Group consists of 15 German and four international companies, as well as 55 sales subsidiaries throughout the world. Internationally, Phoenix Contact is represented in more than 100 countries.



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