opentext™

Success story

Dutch Railways/Nederlandse Spoorwegen (NS)

Industry
• Travel and Transportation

Solution
• SAP® Document Presentment by OpenText™

Results

Enabled content updates in on hour or less, with no coding required

Reduced costs by up to 80 percent

Digitized more than 90% of communications

Provided ability to manage output from SAP® and multiple other systems

Enabled new lines of business to be online within one day

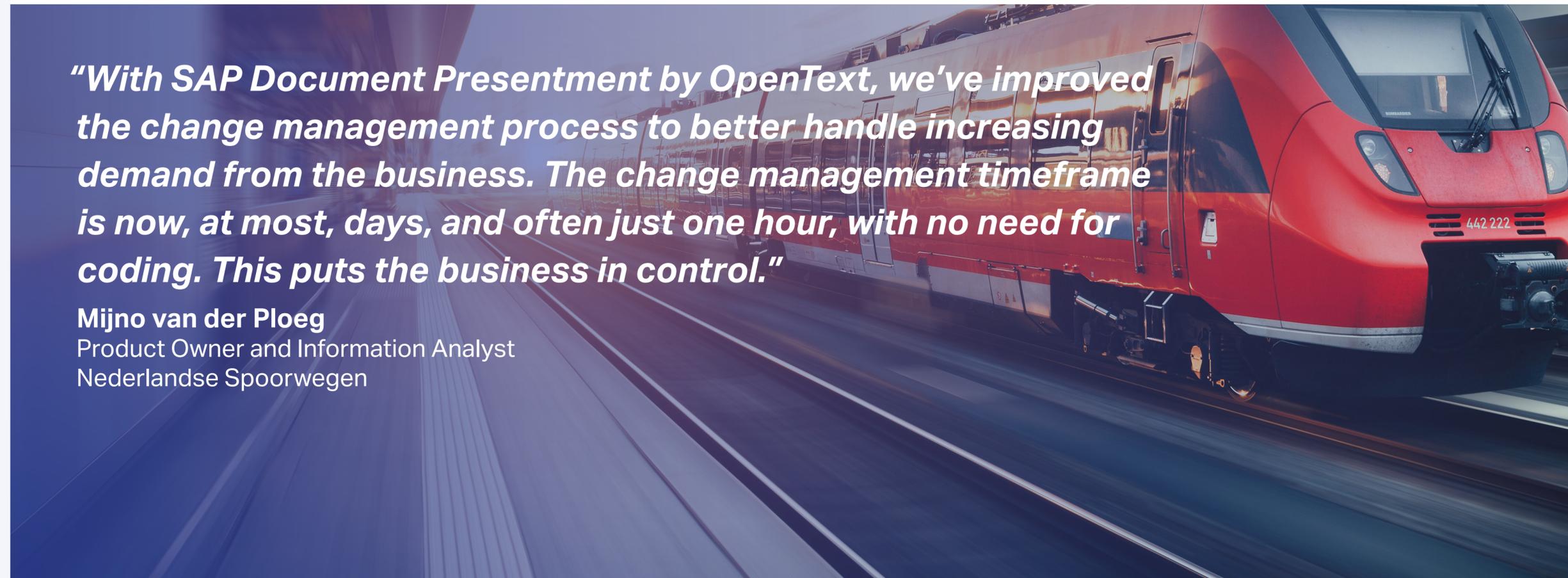**Benefited multiple lines of business** with an enterprise-wide solution

Dutch Railways brings customer communications on track with OpenText

SAP Document Presentment by OpenText helps improve customer service and provides a single source for customer communication records

"With SAP Document Presentment by OpenText, we've improved the change management process to better handle increasing demand from the business. The change management timeframe is now, at most, days, and often just one hour, with no need for coding. This puts the business in control."

Mijno van der Ploeg
Product Owner and Information Analyst
Nederlandse Spoorwegen

Nederlandse Spoorwegen (NS) or Dutch Railways, can trace its roots back to 1837. Today, the company has operations across The Netherlands and elsewhere in Europe. NS has over 34,000 employees, revenue of €5.093 billion, and provides more than 1.2 million passenger journeys per day.

NS utilizes SAP® CRM in its customer contact center operations, and as part of the deployment implemented a new customer communication management system to handle email and written customer communication. The solution, SAP® Document Presentment by OpenText™, was initially deployed to handle a single line of business, individual or consumer type travelers. The longer term vision was to extend to other areas, such as business travel, international travel, lost property, accounts receivable and more, providing an enterprise-wide document presentment platform.

A single solution to meet output requirements

When NS invited OpenText and SAP to present the solution, the company performed a detailed evaluation, and the solution was selected as the best fit for its needs.

"SAP Document Presentment has provided us a centralized and automated solution that allows us to improve the efficiency and agility of our communications. In the digital-first world, it is important that organizations employ omni-channel communications to best serve customer needs," said Mijno van der Ploeg, product owner and information analyst, Nederlandse Spoorwegen.

Another key objective of the CRM project was to improve the operation of the customer contact center. Central to achieving this goal was the ability to access all customer communications from a single location, i.e. SAP CRM, regardless of the channel used to deliver it.

Content changes in as little as one hour

With millions of customers, NS regularly sends up to 30,000 communications a day, peaking at 70,000. Using OpenText, the company can honor customer preferences, with now just three percent requesting printed communications and 97 percent opting for email. This reduction in print is saving on external print costs, as well as putting communications in front of customers much faster. Changes can also be made much quicker too.

"With the old system, implementing changes to our templates required coding, testing and inclusion in a quarterly release schedule. In some areas, such as business travel, even the simplest of changes could take up to five months to get into production," said Mijno van der Ploeg. *"With SAP Document Presentment, we've improved the change management process to better handle increasing demand from the business. The change management timeframe is now, at most, days, and often just one hour, with no need for coding. This puts the business in control."*

By using the correspondence capability of SAP Document Presentment, NS has moved the change management of templates from the IT department back to content authors within the business. The practical upshot is not only a much more agile response to necessary updates and new template creation, but also a significant reduction in costs, as much as 80 percent in some instances.

Engaging the experts for the best project outcomes

Having addressed issues in the first phase regarding template proliferation: more than 350 in total, with more than 600 variables, NS set about a phase two to further optimize the solution and focus on the enterprise-wide rollout. NS engaged local OpenText partner, Nokavision, due to its extensive

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experience in delivering OpenText customer experience management solutions, to help them ensure the best outcomes for the project.

"We took a robust stance and worked to reduce the complexity and optimize the solution in phase two. We now have a lean and efficient library, maintenance is easier and time to market for new or updated output has been massively reduced," said Mijno van der Ploeg.

By leveraging the expert knowledge of its partners, NS has been able to optimize the solution largely out of the box, without extensive coding.

"Using the standard functionality of SAP Document Presentment, we've been able to meet our needs in relation to output from our SAP CRM and are prepared to provide the same capabilities for other systems that are not linked to SAP CRM", added Mijno van der Ploeg.

OpenText has also enabled NS to improve the end-to-end tracking of customer communications, for example business users can see exactly what was sent, to whom and when, providing greater control for the business.

Users welcome new streamlined solution

With the system live, the reaction of the wider user community has been positive. *"The main concentration of users, some 450 in our call centers, immediately appreciated the benefits of the new solution. The bulk of correspondence is produced with background batch jobs that they don't see, but what they really appreciate is the ease with which they can interactively compose non-standard letters and emails,"* said Mijno van der Ploeg.

Throughout the optimization phase, NS was on the lookout for ways to further simplify and streamline processes, such as reducing the number of closing text blocks available from around eight to just one.
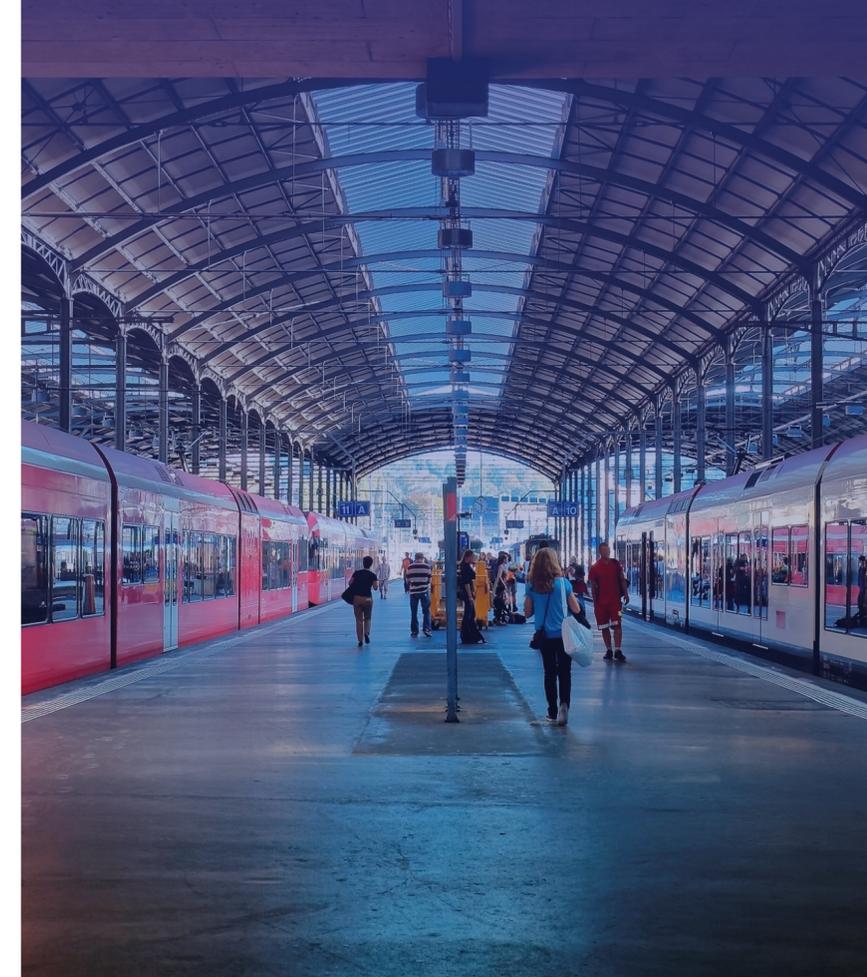
For example, correspondence content management has been decreased from around 25 sections to just two, reducing complexity across the board. This has further cut the publishing time for templates from around 40 minutes to 10 minutes, and template loading to just seconds from around one minute. The optimization has helped increase the first time enquiry fix rate too, and has raised the quality of overall customer care.

NS, like other organizations, have to adhere to current legislation around privacy. For certain output types, it is able to determine whether or not the output should be retained or archived and can programmatically handle this within its output processes, removing reliance on end users to make that decision.

Cost reduction benefits, fast updates and future opportunities

NS is achieving the goals it set out to meet regarding a reliable, streamlined and single source of customer communications, accessible to any call center agent to help improve customer service and raise the first time fix rate. The company has reduced the costs associated with the creation and maintenance of its communication templates by as much as 80 percent, as well as slashed the time to deploy changes from months to days or even hours.

"We set out to improve the experience of our customers through a real focus on their needs. SAP Document Presentment is helping us achieve our overall goals and has paved the way for us to confidently look to the future and explore other areas we can improve," said Mijno van der Ploeg. *"Areas such as our business to business are already benefiting from using this powerful solution. Others, such as Marketing and HR, are showing a great deal of interest to help them streamline their operations too."*

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

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