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C.H.Beck

Customer Service improvements achieved at C.H.Beck by implementing the Klopotek STREAM web app Ticketing

Within the framework of a software development partnership with Klopotek, the publishing house C.H.Beck has introduced a series of STREAM apps to optimize workflows for different areas, most importantly Customer Services, as Sven Borchers, Head of Customer Service / Logistics explains:

"The work in our customer service can be described as 'mass business'. (…) For a long time, we have been looking for a Ticketing system with which we can organize and classify what we receive via email and direct it to the right channels. Klopotek's STREAM Ticketing app was the ideal solution for us from a customer service point of view."
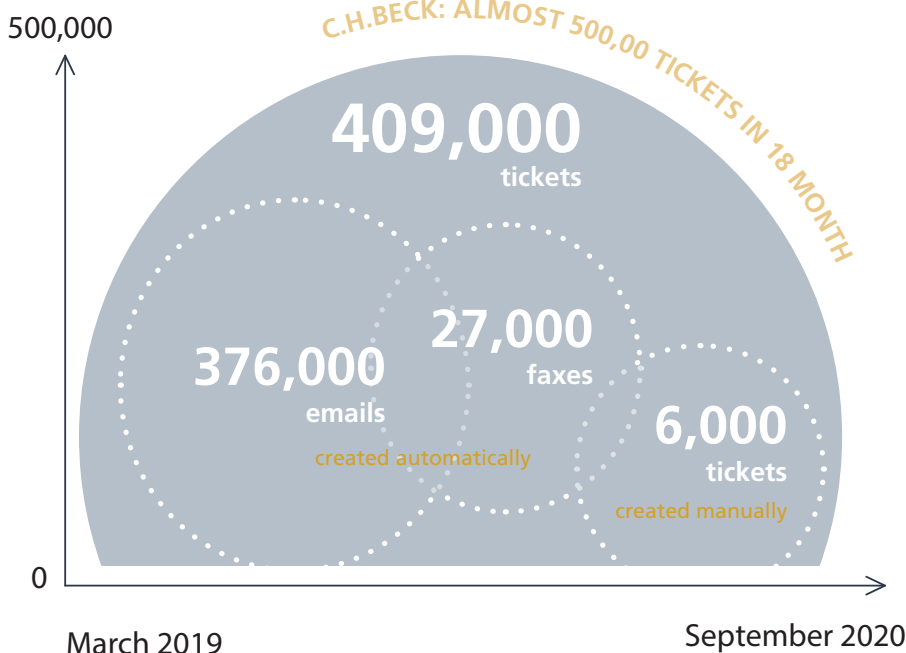
"Mass business": almost 500,000 tickets in 18 months

An analysis of the period from March 2019 to early September 2020 showed that there were 409,000 tickets created at Beck, which is about 22,000 tickets per month (25,000 tickets in the most recent past six months).

Automation as the key to structuring and managing tickets

As Paul Bischoff, IT & Organization | Head of K&P Architecture, explains, a crucial reason for implementing Klopotek Ticketing was to save time by automating processes:

"An important element is the automated assignment of incoming emails to different baskets for specific topics."

The total number of tickets created mentioned above can be broken down into 403,000 tickets that were created by the system as a result of incoming emails and faxes (376,000 emails; 27,000 faxes or documents created by using OCR processing) and only 6,000 tickets that were created manually.

Problem: solved …

All tickets mentioned above were classified as solved.

At C.H.Beck, about 80 Customer Service representatives work with Ticketing. The Top 6 users of those processed about 100,000 tickets: 900 tickets per user and month = 45 tickets per user per day = 6 tickets per user per hour = one ticket every 10 minutes solved.

C.H.BECK: ALMOST 500,00 TICKETS IN 18 MONTH

500,000

409,000 tickets

376,000 emails
created automatically

27,000 faxes

6,000 tickets
created manually

0

March 2019

September 2020

WEB Ticketing

TOP 6 users proceed

100,000 = tickets

900 = tickets per user and month

45 = ticktes per user per day

6 tickets per user per hour

= **1 ticket every 10 minutes solved**

The Top 20 users processed 250,000 tickets, and the Top 40 users processed 350,000 tickets...

Starting being more effective is easy …

As Sven Borchers highlighted, a key factor of being more effective in Customer Services was to let the solution decide which tickets should be allocated to which type of issue. And getting started to work with the web app was easy:

"Reading emails beforehand has been dispensed with. Since we sometimes receive many hundreds of emails per hour, we are speaking here of a significant factor. (…) The respective employees were briefly trained – this effort was minimal; we think that STREAM is very intuitive. The 'learning by doing' principle then worked very well."

For more information on this STREAM implementation project, Klopotek's Cloud-based apps and / or Ticketing in particular, just write to info@klopotek.com.

Self-explanatory ticket navigation through ticket resolution process

ABOUT C.H.BECK

C.H.BECK, established in 1763, is one of the great names among German publishing companies – and one of the richest in tradition. With more than 9,000 available titles including many electronic publications, with about 70 professional journals and an annual production of up to 1,500 new publications and new editions, C.H.BECK publishing company also ranks in the top tier in terms of quantity among German publishers of books and magazines.

Source:

https://rsw.beck.de/en/publishers

ABOUT KLOPOTEK

Klopotek is the international market leader in the area of publishing software. We contribute to the success of more than 400 publishers with more than 3,000 imprints, with over 24,800 users, in 140+ locations. In 2018, the Klopotek software was used to process invoices or royalties totaling approximately 4.6 billion Euros net. Our software supports more than 6 million titles on Klopotek Title Management.

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