CASE STUDY

Optimization of Customer Support for Mobilkom Austria

How Mobilkom Austria uses RapidMiner to automatically categorize and forward incoming emails

Customer
Mobilkom Austria

Location
Austria

Industry
Telecommunications

"RapidMiner enables us to react more quickly to the requests of our customers."

-Thomas Walzer
IT Project Leader for Customer Correspondence Inbound, Mobilkom Austria

The Challenge

Austria's leading mobile phone service provider, Mobilkom Austria, receives more than 800,000 emails every month; even after spam filtering more than 80,000 customer requests remain. Of course, customers expect a timely reply, especially when communicating through this medium. The challenge is enormous: a huge number of customer requests concerning diverse topics such as current owners and campaigns, technical issues, SIM card blocking, contract renewals, and other service-related issues arrive every day at Mobilkom Austria's central customer support email address and have to be forwarded to the person in charge of each type of request as quickly as possible.

The Solution

Using RapidMiner 's Data Science Platform, Mobilkom was able to analyze the textual content of incoming customer requests and automatically determine the topic of each request. This way, the email requests are automatically and quickly forwarded to the support person in charge for this topic and a competent answer is guaranteed within the shortest amount of time possible.

Thanks to its state-of-the-art text mining technology and precise statistical data analysis, RapidMiner learns from example texts which kind of requests should be forwarded to which support person.

The Results

RapidMiner was able to reduce the necessary categorization work by 70% and the error rate for more than 50 different categories to less than 5%. Besides shorter response times to support customer requests and corresponding increased customer satisfaction, loyalty, and retention, this also meant significant efficiency improvements and cost reductions for Mobilkom Austria. The return-on-invest (ROI) was significantly shorter than one year.

"Classification performed prior to the project, RapidMiner won thanks to its high prediction accuracy," explains Thomas Walzer, IT Project Leader for Customer Correspondence Inbound at Mobilkom Austria. He adds: "RapidMiner supported us in successfully delivering this automated email forwarding system within a short amount of time."