

TietoEnator to enhance Pohjola's electronic customer service

TietoEnator has signed an agreement with the Pohjola insurance company on the supply of a Contact Center for enhancing the electronic customer service of Pohjola. The first phase of the countrywide service will be commissioned in January 2002. The system will be one of the largest Contact Center solutions in Finland.

Pohjola's objectives with the new Contact Center system are increased efficiency and customer satisfaction. In its first phase, the system includes telephonic services, but later also contacts via e-mail and the Internet will be included.

Electronic contacts by Pohjola's insurance customers have lately been on the increase. "Even now, more than two-thirds of customer contacts are made by telephone, and only one-third by making a visit to an office in person. In the future, we expect the contacts through e-mail and the Internet to further this development," says **Jouko Lehtonen**, the Director in charge of Pohjola's private customer sector. "The new Contact Center solution will allow us to prepare for the change in a flexible manner."

The variety of insurance services is also wider than before, and customer service personnel must be able to specialise. Efficient contact management will allow both more versatile services and specialised customer service personnel. When the waiting times can be shortened while also improving the overall quality of customer service, customer satisfaction will be clearly improved.

TietoEnator is responsible for the total supply of Pohjola's Contact Center, including application software and support and maintenance after commissioning. The solution will be implemented on the basis of Genesys software. The technically advanced system will support among others the VoIP technology.

"We decided on TietoEnator as a supplier, because they have previous experience of deliveries of Contact Center systems to several major customers. Another important selection criteria was their strong local presence, particularly during the maintenance phase, and good knowledge of the Finnish environment," says **Timo Lappeteläinen**, a Departmental Director with Pohjola.

TietoEnator has supplied Contact Center solutions to the Nordic Countries, the Baltics and Central Europe. TietoEnator possesses the strength of combining in-depth special expertise with the knowledge of local circumstances and strong industry-specific expertise related to various fields including telecommunications, banking and insurance.

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With more than 10,000 employees and annual net sales of 1.1 billion euro, **TietoEnator** is a leading supplier of high value-added IT services in Europe. TietoEnator provides consulting, systems development and integration, operation and support, product development services for customers, and software services. The Group has in-depth knowledge of its customers' businesses in areas such as telecommunications, finance, the public sector and the forest and energy industries.

www.tietoenator.com

Pohjola is a Finnish non-life insurance company that provides its customers with insurance and investment services. Pohjola was established in 1891, and its shares have been quoted on the Helsinki Stock Exchange since 1912. Pohjola's vision is to be the leading Finnish non-life insurance company, to provide its customers with comprehensive financial services in partnership with the Ilmarinen and Suomi companies, and to grow through acquisitions and business development both in Finland and the Nordic Countries.

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