

Letter of reference – implementation and experience with OnePlace knowledge base usage in NN insurance company and pension provider

NN insurance company and pension provider (NN) uses OnePlace knowledge base by OpenOne in its Contact Centre in the Czech Republic and Slovakia.

In 2013 NN (then under the name of ING Životní pojišťovna N.V.) decided to unify and streamline access to all information used by Contact Centre employees. The goal was to allow operators to have speedy and convenient access to the information needed for their everyday work, resulting in improved customer service.

In the tender selection process we chose OpenOne company with its OnePlace knowledge-base solution. The main reasons for opting for this solution included:

- the possibility to categorize information and to search stored information using a multiple-search method based on a specific user's preferences (supported by a categorization tree, labels, and a full-text search)
- strong support for verifying and maintaining up-to-date information
- clear ownership of every type of input information
- detailed reporting and statistics of information usage

After using the application for a few years now, operators have made extensive use of the knowledge base and its capabilities. At the same time, the application is being continuously developed by OpenOne by adding further functionality that operators need for their work.

The Contact Centre operators' main reasons for using the application include:

- Full-text search by a word or a phrase (advanced search option)
- Possibility to search the topic with help of a categorization tree
- Instant messaging
- Possibility of last updated preview
- Possibility of marking a favourite topic
- Overview of the most widely read topics
- Reports: visits to topics, topic evaluation, frequency of searched terms

The solution is run as a SaaS service that minimizes the time-consuming effort of application administration. At our request, OpenOne organizes workshops and tutorials for users, which enhances user experience and increases the value of the application for NN.

I would also like to highlight the very open, friendly and fair cooperation with OpenOne.

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