



# COM HEM. One brand, one service, one experience

## THE CLIENT: Com Hem AB

Com Hem AB is Sweden's first nationwide triple play operator for Digital TV, Internet broadband and IP telephony. The company broadcasts to a third of Sweden's households, offering its customers a choice of nearly 200 TV channels.

## THE CHALLENGE: Online customer engagement

As a triple play operator, Com Hem generally communicates with customers either via the call center or its online channel. Here, the growth of Web 2.0 tools such as mashups, social networking, wikis, blogs, RSS feeds and widgets had been transforming user conversations about content into an increasingly important part of the brand experience. Accordingly, the company decided to focus on empowering its online users.

The previous web solution had been struggling to keep up with the growing demand for the development of an agile web business framework. A patchwork of different solutions deployed to solve similar problems kept programming workloads high – even for minor changes. Responsibility for the various parts of the system resided with experts in different departments.

Com Hem wanted it to be easy for non-technical marketing, sales and customer service staff to produce and publish their content, while involving external content partners and approving user-generated content. Com Hem therefore planned to replace its existing BEA WebLogic Portal with a more user-friendly publishing tool.

The project would transform the old site into a multimedia platform intended to stimulate collaboration between Com Hem and its users while meeting a broader range of customer needs. Customers would not only be able to access support systems directly, but also support themselves and each other.



## THE PROJECT

- High-performance WCMS
- CoreMedia CMS replaces BEA WebLogic Portal as a publishing tool and Microsoft's Office SharePoint Server (MOSS) as a customer service platform
- Re-launch of site interactivity and branding
- Integration of Kana IQ Knowledge Management System (KMS) and Siebel CRM
- Partner: www.sapient.com

## THE BENEFITS

- Unified brand experience across all channels
- Customer self-service reduces call center costs
- CoreMedia Social drives customer engagement
- One system for all services facilitates development and publishing processes
- Stability and scalability for future growth

Internally, the new site would let staff update content with greater speed while leveraging improved web analytics to drive more targeted cross- and up-selling activities.

**THE SOLUTION: Personalized services, automated editing processes and investment security**

The project goal was to achieve a consistent customer experience across all of Com Hem's customer service channels, with the aim of greatly increasing the efficiency of its call center operations. The existing customer service solution, based on Microsoft's Office SharePoint Server (MOSS), is embedded into the companywide intranet and entirely isolated from Com Hem's public website. It had been a source of constant disruption to customer communication between the website and call center channels.

Com Hem chose CoreMedia based on recommendations from its partner Sapient.

CoreMedia's Java-based system was the perfect match for Com Hem's goals. Namely: to engage customers with Web 2.0 tools and multi-touchpoint management, while giving them access to online services via mobile devices, widgets or social networks.

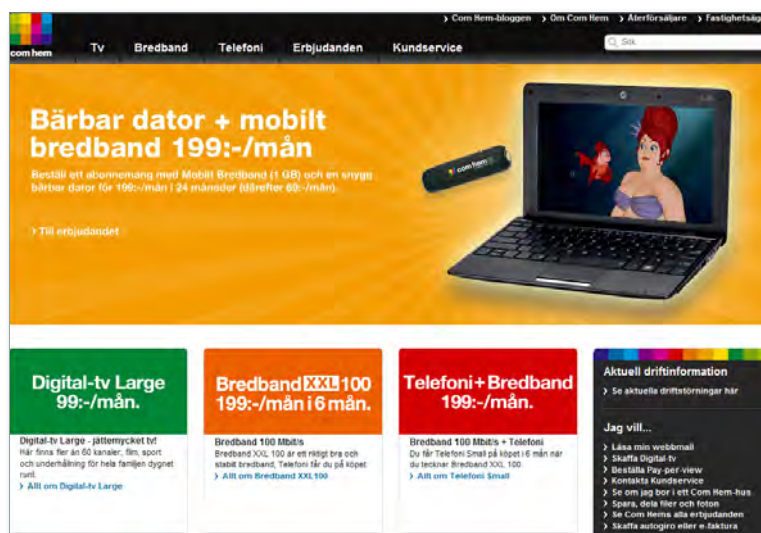
At first, the team re-launched the site's branding and interactive design to reflect a more edgy brand personality. Next steps involve the integration of CRM and customer service applications: Com Hem will merge its customer service and web site content silos, with customer service data from the SharePoint-based intranet being migrated to CoreMedia CMS.

An additional feature is the integration of CoreMedia CMS with Siebel CRM and the Kana IQ Knowledge Management System (KMS). This gives call center agents and the outward-facing customer service access to a database of Frequently Asked Questions: any relevant "user-friendly" FAQs from the KMS will be displayed next to public product information and vice versa.

To Com Hem real-world operations have demonstrated the performance, reliability and scalability of CoreMedia CMS. It will now form the foundation for all future integration projects at the company.

**“Comhem.se will inspire, collaborate with and empower you to easily find, buy and enjoy the world's best digital services and entertainment – on your terms.”**

Com Hem's digital vision statement



www.comhem.se

**ABOUT COREMEDIA**

CoreMedia is a premier Web Content Management company that enables organizations to engage their customers with more dynamic content and achieve a greater return on their Web activities. The CoreMedia CMS solution offers an open, social, adaptive Web Content Management approach to create dynamic, contextualized Web sites. It delivers content consistently across multiple touchpoints, providing a flexible platform for conversations across integrated social networks.

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