SIGNON KMI

Your tool for effective customer management

SIGNON
MEMBER OF TÜV SÜD GROUP

Customer Management

Perfect customer support made easy: Using the customer management set (SIGNON KMI) allows for the perfect management of customer requests. The tool logs customer requests, forwards them for internal processing and offers numerous options for analysis.

And the customer? Feels well looked after by SIGNON KMI.

DIALOGUE CREATES RELATIONSHIPS

Customer management is effective in several ways: It builds customer loyalty, promotes attractive offers on the market and ensures the competitiveness of the company, because each customer request received entails the potential to increase customer retention and improve customer satisfaction.

» Uncomplicated acceptance of the customer request
» Short processing times
» Pro-active communication
» Competent response

Therefore, an effective customer management tool is an essential component of the company quality management and ongoing market observation.

Functionality and flexibility

Incoming customer requests are systematically logged and classified; deadlines and responsibilities are monitored during processing; communication during processing is fully automated and the causes of missed deadlines are specifically pinpointed. Amongst all this efficiency, comfort was still very much on our mind: KMI complies with the current Web standards, is easy to use, adapts flexibly to your needs and is open to exchange data with existing systems.

Consulting and process optimization

The basis is tried and tested software. Our customized consulting complements the software. At your request our experts can support you even prior to the implementation of KMI.

Together we will define the optimal mode and intensity of customer support, design effective and efficient processing chains and embed your customer focus philosophy by means of target group specific training workshops into your corporate culture.

Installation and services

KMI is implemented together with a comprehensive services package: We implement and configure the system ready to go live on your IT platform, train system administrators and users, and offer an optional service contract for telephone support, regular software updates and periodic follow-up training.

Naturally, we are available to assist you in the most important task which is analyzing the incoming customer requests, designing and implementing concrete improvement measures and conducting regular performance reviews.

KMI MODULE OVERVIEW

Contact form

EBE

Knowledge management

Clients

Map evaluation

Helpdesk

Web-Import

Request management

Evaluation

Dashboard

Alert system

Customer guarantee

Lost-and-found

Customer portal

Surveys

Projections

IN FOCUS:
REQUEST MANAGEMENT
AND EVALUATION.

These are the two basic modules of SIGNON KMI's modular structure.

The base version of SIGNON KMI can be used without further expansions. However, each of the additional modules available increases the performance of the system in a particular area and adds to comfortable processing.

SIGNON KMI supports you throughout the entire processing of customer requests.

Additional modules for request management support the full range of incoming customer requests.

Once the customer requests have been processed, they are subject to analysis. Yet, it's not just the number of requests received that is of interest. Our expansions enable advanced analyses and even customer surveys. Thus, the quality of customer management can be improved even further!

Each of the modules shown can be seamlessly added to the base version of SIGNON KMI. Although modules do not need to build on each other, they will support each other.

And thus support your effective customer management!

REQUEST MANAGEMENT

- » Logging customer data and customer requests
- » Classification and assignment to competent department of the company
- » Deadline management with color-coded alert when deadlines are missed and follow-up concepts
- » Customer contact maintenance (letters / email) including import of data from customer request

CONTACT FORM
Everything is new: Module for compatible contact form

- » Building a new contact form using data from
- » KMI to improve classification and assignment within customer management (selection made by customer upon contact request)
- » Direct storage of customer request in KMI, without prior reading of a configured mailbox (as in Module Web-Import)
- » confirmation mail upon request
- » Automated subject-based forwarding of a contact request to the competent department

CUSTOMER GUARANTEE
On time, satisfaction guaranteed – or your money back: module for guarantee claims

- » Module for customers to report deficiencies (cleanliness, on time)
- » Application for compensation by the customer: contact form or call center with tool internal mask
- » Control of quality targets: Automated follow-up of guarantee cases, delivery of notifications to customers and reminders to transport companies
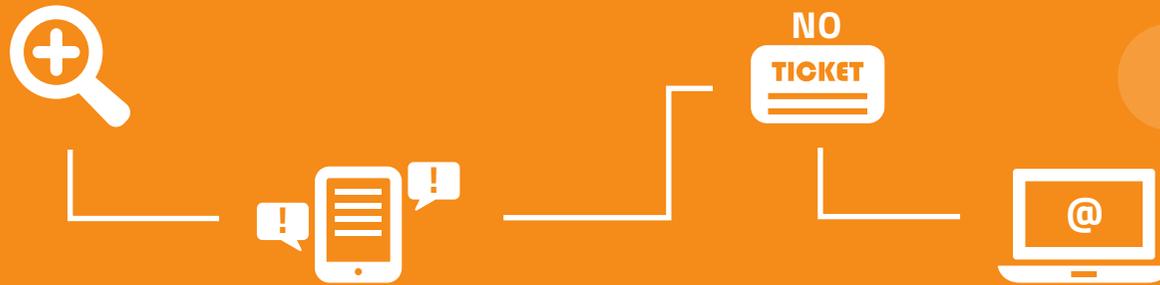
LOST-AND-FOUND
Lost items: Module to manage lost items

» Symbiosis of customer inquiries and lost items logged
» Management of lost items (e. g. details on storage location and storage time)
» Logging of lost items, e.g. by drivers using an external form
» Specific search for lost items
» Processing steps for specific lost items

HELPDESK
To keep things running: Module for internal quality management

» Module to simplify processing of internal processes
» Example: Reporting of defective equipment by staff
» Selection of stops, signals, etc. on the route using icons from an OpenStreetMap
» Creating a help desk case using a form
» Avoidance of duplicate reports
» Adding processing steps to ongoing help desk cases to ensure quality objectives
» Response to customer

EBE (PENALTY FARES)
Fare dodging: Module to log and manage fare dodger penalties

» Creating an EBE data record by ticket inspectors on site or using KMI
» Identification, payment and payment reminders – everything in one data record
» Adding processing steps to meet deadlines
» Automatic coding of missed deadlines
» Creating automatic payment reminders for missed payment deadlines using placeholder-based RTF templates
» Handover to debt collectors using API

WEB-IMPORT
Email for you: Module to import contact forms

» Import of requests from external contact forms and emails, eliminating manual processing
» Adding requests to existing customer data
» Follow-up of request received and, where necessary, forwarding to other clients (internal) or companies (external)

EVALUATION

- » Display of selected data in various formats (tables, charts)
- » Free definable filter options
- » Default values for filters to avoid typing errors
- » torage of frequently performed queries and filters used
- » Charts: Option that provides an overview of data records beyond the top 5 (for better clarity)
- » Report generator: Merging of several charts into a large report in Word format, including freely definable text blocks and headers
- » Further flexible editing in Office programs using defined export formats
- » Automated forwarding of tables at scheduled intervals

CLIENTS

Separated and yet together: Module that can be used by several companies within a transport association

- » Shared data pool
- » Concurrently, separate and totally company-specific data records and settings, enabling the assoziation to analyze all company data

DASHBOARD

Current status at a glance: Module for quick analysis

- » Display of key figures from customer management without manual intervention
- » Large variety of indicators and display formats
- » Options as to which and how data are to be displayed are configurable per user (with access permission to dashboard)
- » Selection of different previously stored queries
- » Export of data in Excel format including all information associated with the query
- » Expansion of query options on request

MAP EVALUATION
Always knowing where you are: Module to evaluate map views

» Regional evaluation option
» Color-coded display of customer requests and guarantee issues
  (manual definition of thresholds), including relative weighting
  (using master data). This allows for correct assessment of each
  stop according to its traffic volume
» Option to expand maps by means of additional layers
  (e. g. display of regions as map overlay)

PROJECTIONS
Taking a look into the future: Projection module

» Projections as basis for the planning of proposals and timely
  response
» Projections based on the classical time series analysis integrating
  several factors Integrating existing data records in order to allow
  for better projections („data mining").
» Definition of multipliers such as planned rail replacement
  services, festivals, etc., so as to improve results proactively

SURVEYS
Your opinion is important: Customer survey module

» Conducting online surveys of customers based on their requests,
  inquiries or concerns and / or based on customer groups
» Manual compilation of questions into „questionnaires" with
  single or multiple choice options or free text comments

ALERT SYSTEM
Setting thresholds: Module to monitor missed deadlines

» Example: The number of staff-related complaints received over
  the past three months is in excess of 300 data records. As
  configured, reaching this this number implies notification by
  email of the person/persons responsible so that further action
  may be taken.
» Notification of stored users by email with freely editable text
» Freely selectable filters, freely selectable period of time

KNOWLEDGE MANAGEMENT AND CUSTOMER PORTAL

This is the perfect symbiosis for operators and customers alike. Modules support the current level of knowledge of both sides. For instance, customer callbacks to operators can be avoided by providing customers directly and automatically with selected information.

This way you provide your customers with added value while processing their requests and reduce your staff's workload.

KNOWLEDGE MANAGEMENT
Hub for valuable information

» No more paper jungle
» Integration of social media such as Twitter and Facebook for even more targeted customer information
» FAQs pages for employees in Customer Management
» Message board for traffic disruptions, events in the tariff area or mobility restrictions at stops (elevators, escalators, etc.)

» Information pool like a digital library, useful data for the processing of customer requests
» Linked to Dashboard, displaying latest news at login
» Linked to Request Management

CUSTOMER PORTAL
Insight into your own KMI for more transparency

» Registration area for customers including forwarding of an email for customer validation
» Management of personal data by customer
» Overview of customer's data history (customer requests. queries and concerns, guarantee issues, subscription or e-ticket payments, including access to processing status
» Custom-tailored traffic information for every customer (map or table display using the Knowledge Management), as well as option for automated notification via email or SMS
» FAQs with search function (using the Knowledge Management)
» Option to interact with the transport company or responsible association

„We have been using KMI at Bremer Straßenbahn AG since October 2013. In our department, 5 employees use KMI to log and reply to customer requests. Additionally, there are another 45 employees from other departments with access to the system. They also use KMI to reply to any customer request we assign to them. Our Internet contact form is equally linked to KMI. The comprehensive options make processing easy since all data can be logged and processed in a single system. Furthermore, the KMI software is constantly being refined resulting in additional improvements and enhancements. We can certainly confirm that we are pleased with KMI."

Sandra Ritter
Customer Dialogue, Bremer Straßenbahn AG

„We are very satisfied with the system. It is straight forward and easy to use. Support is examplary!"

Torben Geuke
Head of Customer Dialogue, Verkehrsverbund Bremden / Lower Saxony

„We have been using KMI since December 2015. KMI is an excellent tool for the efficient and professional processing of customer feedback."

Matthias Scheidegger
Head of Customer Support, BLS AG Switzerland

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