



Case Study



CITY OF WOLFSBURG

BACKGROUND

The City of Wolfsburg is committed to providing fast and dependable services to its citizens. Without a telephone service that could support the volume of incoming calls, the city knew it was time for a change.

CHALLENGE

Not unlike other municipalities, the City of Wolfsburg struggled with handling the influx of calls and emails. Needing to provide faster and better service, the City considered software solutions that could manage their communication systems, provide automation of regular tasks, and also provide reporting functionality.

HOW ECENTA HELPED

With the end-goal of eliminating long wait times while also connecting citizens to the relevant city contact person, ECENTA worked to enhance the City's SAP CRM by integrating additional service center applications.

CLIENT

City of Wolfsburg,
Germany

SCOPE

Implementation and
Integration

PRODUCTS

SAP CRM
SAP Contact Center

“SAP Contact Center, expertly implemented by ECENTA, has really been great for our city. The management of contacts, high rate of availability, and good data management are helping us get closer to our citizens every day.”

- Wolfgang Beuermann
IT Strategy and Planning, City of Wolfsburg





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RESULTS

Business

- Accelerated responses to citizen emails and calls
- Improved business customer service efficiencies
- Automated ticket generation
- Boosted the City's answer rate for hotline calls to 90%

Technical

- Delivered an integrated contact center database, and communications including ticketing systems
- Ability to integrate SAP Contact Center software with the existing telephone system to create a centralized call center
- Ability to gradually deploy multiple contact channels, such as mail and live chat
- Integration of monitoring and reporting functionality to improve analytics and governance capabilities
- Extensibility of the SAP CRM application for faster, more comprehensive information on citizen queries