Serviceware Knowledge

Commerz Direktservice Case Study

Serviceware Knowledge: Knowledge to the point

With almost 8 million contacts a year, the customer call centers at Commerz Direktservice required first class knowledge management to respond quickly and precisely.

The easy-to-use controls of Serviceware Knowledge ensure each user gets precisely the information they need – as soon as they need it.

Commerz Direktservice GmbH is the digital-personal customer center of Commerzbank and offers customers personal contact as well as digital access via all modern communication channels. Approximately 850 employees take care of almost 8 million customer queries each year and manage to impress with a wide array of services, products and partner programs. Due to the constantly growing amount of knowledge, an efficient and modern real-time customer service can only be realized with the help of a well-structured knowledge management as well as digital self-services.

"The close and pragmatic cooperation with Serviceware Knowledge is a strong foundation for our new innovative digitization roll out. Our joint project 'Scaling Knowledge' over the past few months is bringing many unique benefits to our teams. Alexander Holtappels and Stefan Schleußner are great companions and guided us 'on the knowledge journey.' They are always available with a deep understanding of us and our topics."

Nicolai Hardt, Head of Digitization and Development, Commerz Direktservice GmbH

Success at a Glance

- Complete consultation and implementation in just 3 months
- API integration for customer self-services in the web and voice portal
- Consistent knowledge management with high performance
- High user acceptance through involvement and intuitive operation

Challenges and measures

How can you establish a consistent knowledge structure across different teams and operating divisions that lasts despite the ever-changing dynamics of the content? The starting point was a collective analysis of typical conversations in various operating divisions. Through this, we were able to identify mutual core concerns and illustrate these results in the Serviceware Knowledge structure.

We could only satisfy the high demands of different user groups by convincing individual teams and operating divisions of the benefits of a strong solution compared to ineffective previous structures. Transparency and ownership was instilled with mutual editing, entering and checking of the knowledge with all designated editors and division heads.

Through a rapid implementation within 3 months, Serviceware Knowledge replaced the previous labor and cost-intensive system. The intuitive operation of the software, the integration possibilities via API and high-quality consulting made the project a success.