



The RATP takes care of its internet user customer relationships thanks to Akio™ Mail Center

In brief :

RATP

Parisian Transportation
44 625 employees

**Informations Contact
Center : 10 000 emails/month**

Stakes :
Increase response capacity
and Quality of Service

Deployment :
2001 for the Metro
2004 for the RER
2005 for the BUS
2006 Online agency

85 simultaneous logins

The Customer

Created in 1949, the **RATP** (the Independent Paris Transport Authority) is a financially independent public sector industrial and commercial organization.

The RATP is a main contributor to the life force in Paris and its suburbs and is one of the largest multimodal transport organizations in the world. RATP employs 44 625 men and women that service millions of passengers transported by the RER (Express Regional Network), metro trains, buses, and tramways each day.

The issue / the stakes

In 1996, the RATP launched its first internet site and rapidly started receiving large amount of emails. The "Travelers Information" service team encountered increasing difficulties to manage the email load efficiently and was acerbated by the fact that numerous incoming emails were out of their competence fields.

Former RATP's Customers Relation Manager Christine Nicolas-Charles remembers, "The team was receiving no less than 7 500 emails per month and was unable to cope with the volume as well as its content". The enquiries were an assortment of subjects from itineraries, destinations, ticketing, to work strikes and employment opportunities, and even noise annoyance.

The RATP therefore decided to launch a project organized around an inbound email management system interconnected with the multitude of skills available within the company.

Akio™ Mail Center deployment

The RATP ultimately opted for Akio™ Mail Center after studying various solutions on the marketplace. Christine Nicolas-Charles stated "*Akio™ Mail Center is an easy, flexible, user friendly software enabling both a non-computer user or an internet specialist user to quickly work on*".

In 2001, after months of testing, the Akio Mail Center is widespread in late October with the new RATP's web portal launch. Deployed at approximately twenty positions, the solution not only centralizes all the website incoming emails and routes them to the correct skills, but also proposes pertinent templates and monitors emails management service activity. In this first phase, only emails related to the Metro activity were managed through Akio™ Mail Center.

At the end 2002, RATP conducted a satisfaction survey to learn more about their customers' needs and receive feedback in order to improve service quality. Realized with Akio™'s WebSurvey module, the satisfaction survey was enthusiastically welcomed by RATP customers and attained an unexpected participation rate.

Converted by Akio™'s efficiency, RATP continued the solution deployment by integrating the management of emails concerning the Express Regional Network in 2004 and the bus network in early 2005.

In early 2006, the RATP launched the "online agency" via its website www.ratp.fr - a new service enabling customers to buy and manage their annual subscription online. In the core of this new service, Akio™ Mail Center facilitates the online ticketing subscription process.

To date, RATP has deployed eighty-five workstations dedicated to inbound emails management from the website www.ratp.fr.

«Akio™ Mail Center is an easy, flexible, user friendly software enabling both a non-computer user or an internet specialist user to quickly work on»

Christine Nicolas-Charles,
Customer Relationship Manager, RATP

The benefits

Akio™ Mail Center's role is numerous and multiple.

To begin with, the graphic mode routing rules direct emails based on their subjects and webform contents (Bus, Metro, and RER lines) to approximately twenty specific mailboxes organized by the company's groups/sectors and by skills. Also, a **knowledge database** allows access to response templates. This database is regularly updated by administrators with new templates suggested by Akio agents.

The **Artificial Intelligence engine** uses statistic analysis methods to suggest various possible response templates classified by relevance. Akio can also send an automatic acknowledgment receipt to internet users.

In order to produce relevant service statistics, any incoming email is categorized via a predefined list by an agent. Finally, threads are archived for a period of one year to ensure a complete traceability of actions such as replied, forwarded, archived, sent to trash bin, and so on. Project results - **improved quality responses** to internet users' enquiries usually within five days.

The solution's **user-friendly interface** has a fast learning curve and is well accepted by users and easy to deploy. Emmanuel Santoni, current Customers Service Manager states, *"This point is essential for us. People who are potentially in charge of email responses can be found all over the company and email management typically represents only a small part of their activity. In fact, these agents can work in transport Customer Services (metro, RER, bus, or tramway), the human resources department, the technical services, or the media library. Yet, RATP entirely decentralized complaints and information queries management. In conclusion, we needed a common solution accepted by people who support a consistent answer to give our customers a unified response"*.

AKIO, french CRM editor, proposes a complete and multi-channel Web contacts management solution. Akio e-Contact Center manages emails, fax, chat, web call-back and self-service.

Leader in its market, Akio counts more than 150 clients in France and in Europe, in any sector (Banking, Insurance, Health cover, Commerce, Telecom, Public Sector, Services, Industry, etc.), among others : Agrica, ANPE, Caisse des dépôts, Cetelem, Crédit Agricole, Crédit Mutuel, Damart, Darty, Debitel, DHL, Service Public, EDF, France Télécom, France Télévisions, GDF, GMF, JM Bruneau, Mairie de Paris, Novalis, Octopus Travel, Oseo, Prévadiès, Quelle, Ratp, Skyrock, Selftrade, Sofinco, ViaMichelin, Voyages-SNCF, ...



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