

## AT A GLANCE



P-Direkt  
[www.p-direkt.nl](http://www.p-direkt.nl)

Industry: **Central Government**  
Location: **The Netherlands**  
Company size: **500 employees**

## CHALLENGES

- Establish and achieve high standards for new HR shared service contact center
- Make it easier for 120,000 government employees to maintain their HR profiles and get the information they need

## SOLUTIONS

- Genesys Contact Center Modernization
- Genesys Continuous Workforce Optimization



## Customer Service Benefits From Innovation and Automation

Genesys helps make life easier for both agents and government employees using P-Direkt HR shared service center.

### Scalability For Growth

When the Dutch government merged the HR departments from 12 ministries into a single service center, cost savings and efficiency gains immediately followed. P-Direkt, the new organization, handles payroll and other HR administration for 123,000 employees and also operates a self-service portal, saving the government about € 51 million every year.

After the first wave of improvements, the next step was to open a contact center to handle HR-related questions and help people use the portal. SAP integration was an essential feature as P-Direkt has the largest SAP installation in Benelux, but there were other considerations.

Ed Smit, Contact Center Manager at P-Direkt, says: "We wanted a growth-ready system so that we could add more channels and, potentially, extend our services to local government and higher education clients among others. Meanwhile, a sophisticated VoIP system was vital to maintain our service level agreements."

### Cost-Effective and Reliable

In creating a brand-new facility with no existing hardware or software, P-Direkt decided that a SIP-based Genesys solution could provide all the necessary telephony services for its contact center agents and back office staff too, without being over-specified. "Genesys fitted the bill," Smit explains, "and gave us a cost-effective alternative to a fully-featured PBX, which we really didn't need."

The contact center, which is distributed over two locations for redundancy and flexibility, handles an average of 1,500 calls a day. Genesys has proved ultra-reliable in an environment that is unforgiving of failure. "Reliability was a critical factor in our decision because, along with

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Quality Improvement Manager  
P-Direkt

the CRM system, the contact center is one of the mainstays of our operation. The Genesys solution is extremely stable and that’s important to us because we aim for 100 percent availability,” says Smit.

Since deploying Genesys, P-Direkt has introduced call recording and quality management features to help with training. Employees who hadn’t previously trained as contact center agents are now up to speed, ensuring greater consistency across multiple customer interactions. “We needed a more structured approach to training,” says Marije Westra, Quality Improvement Manager at P-Direkt. “Instead of team leaders overhearing calls, we wanted them to be able to listen to a recording alongside the agent and review it together.”

As well as saving time, call recording and quality management are helping improve skills in a targeted and productive way. After two years of transition, employee satisfaction rates have reached 67 percent, an all-time high, and people are strongly motivated to develop their abilities and better their own performances.

### Insuring a Great Customer Experience

Customers are satisfied with the service, which they rated at 70 percent in a recent survey. Those scores are rising steadily, and the contact center performs consistently well against KPIs such as a maximum waiting time of 30 seconds. However, service quality improvement isn’t the only goal and attention is equally focused on giving customers a great experience.

One exciting move in that direction is the introduction of mobile connections to the self-service portal. First, currently being piloted is an app for booking vacation time on mobile devices. Next in line for mobile app development will be tasks that tend to be performed most frequently, such as checking salary details, notifying absence due to illness, or submitting expenses claims.

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The end game is to fully integrate all P-Direkt channels so customers and agents can move between them effortlessly and interact more fully. Westra concludes: “Setting up our own social media forums as part of our future multichannel strategy would give us an ideal way of providing our customers with information and a dynamic context for answering queries.”

### RESULTS

- Customer satisfaction scores of 7 out of 10 and rising, and employee satisfaction scores of 7 out of 10 with motivation at a new high
- Piloting first mobile app, giving customers greater flexibility to access services
- Contact center forms focal point to process changes to government employees’ HR profiles

### About Genesys

Genesys is the market leader in multi-channel customer experience (CX) and contact center solutions in the cloud and on-premises. We help brands of all sizes make great CX great business. The Genesys Customer Experience Platform powers optimal customer journeys consistently across all touchpoints, channels and interactions to turn customers into brand advocates. Genesys is trusted by over 4,500 customers in 80 countries to orchestrate more than 100 million digital and voice interactions each day.

Visit us at [www.genesys.com](http://www.genesys.com) or call us at +1.888.436.379



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