



KVH Co., Ltd.
Tokyo, Japan
www.kvh.co.jp

Industry:

Communications

Employees:

545

Oracle Products & Services:

Siebel Customer Relationship Management
Siebel Sales
Siebel Contact Center

“In the telecommunications business, the ability to maintain high levels of customer satisfaction will determine the success of the company over time. Customer relationship management is something we cannot do without as we aspire to grow our business.” – Shuji Yamaguchi, Managing Director, Information Systems Division, Project Management Office, KVH Co., Ltd

KVH Reinforces Customer Helpdesk Capabilities with Integrated CRM Platform

KVH was established in 1999 to provide business-to-business telecommunications services to Asia-based organizations. The company is now leveraging its network infrastructure and data center—one of Japan’s largest—to offer around-the-clock IT management services. KVH has more than 1,700 clients, mainly in the financial and internet sectors.

Challenges

- Build a customer relationship management system capable of handling an increasing number of calls
- Keep workforce expansion to a minimum
- Launch new local services quickly by leveraging industry best practices included in the CRM software
- Keep the focus on the customer across sales and support to enhance satisfaction
- Enable network and datacenter businesses to share customer information, while still operating as separate groups

Solution

- Enabled staff to handle close to triple the number of support tickets and almost four times the number of customer calls, with only a 14% increase in workforce numbers
- Enhanced service offering by using ITIL-based processes to manage helpdesk, problem analysis, and trouble-shooting
- Achieved higher levels of customer satisfaction by solving certain problems in no more than 10 minutes
- Ensured high performance by outsourcing the maintenance of the CRM system, which is monitored 24/7 from an offshore facility at low cost