



## Customer Success Story: Eniro

### Overview

Eniro is the leading search company on the Nordic media market, providing a channel for buyers and sellers to find each other easily – and thereby helping organizations advertise with them to generate new business. As the preferred directory service for Northern Europe, it holds in-depth, specific and tested information for users wishing to locate people, businesses or products. Eniro provides this information through a wide range of channels, including directories, directory assistance, Internet sites and mobile services.

With approximately 4,900 employees, Eniro has operations in 16 markets and has been listed on Stockholmsbörsen (Stockholm Exchange) since October 2000.

### Challenge

Eniro has to maintain a constant dialogue with its advertisers to ensure their information is as up-to-date as possible. The information needed can range from updates to contact information to changes to the layout of advertisements in the directories. In addition, inquiries from potential new advertisers and from Eniro customers looking for specific information add to the constant stream of communication moving backwards and forwards; something that Eniro was finding increasingly difficult to manage.

Eniro had been using a traditional paper-based system to handle an average of 180,000 inquiries it receives every year. All information requests, new customer inquiries and customer amendments were received by telephone, fax or post and forwarded to the appropriate department for attention. This manual way of handling requests was inordinately time consuming and costly, the process was prone to error and delay and resulted in a lack of visibility and control. Requests were sometimes sent between local offices and the main office via

### Highlights

### Media

#### Processes Enabled:

- Customer Inquiries and Requests
- Correspondence Tracking

#### Customer Benefits & Results:

- Achieved 100% ROI within 12 months
- Centralized Customer Service applications
- Enabled measurement of compliance with SLAs
- Dramatically improved business efficiency

post which also added to the dramatic increase in response times and at times loss of data.

Eniro identified a need for an electronic system that would allow it to streamline the process, save time and eradicate errors as well as drive visibility and control within the company. It also needed a system that could support the integration to its centralized Customer Service applications which had been standardized on Siebel.

### Solution

Eniro approached local technology solutions provider, Kerfi to help identify a solution for its problem. As a Metastorm partner in the Nordic region, Kerfi was able to recommend Metastorm BPM software as the best-fit to address the business issues Eniro was facing. Metastorm was also selected due to its open integration capabilities that met Eniro's requirement of supporting a standard method of connecting into existing systems as well as other legacy based applications and to help with its future process development plans.

The Metastorm BPM platform was implemented in 2003 alongside Siebel in its centralized call center operations and now all customer-facing advertising change requests are sent and handled electronically. Call Center users are able to view all processes and status information in a user friendly interface fully integrated into other desktop applications.

Any post received is now scanned directly into the system and forwarded automatically to the correct department for processing – a more accurate and timely process. Metastorm BPM customized reports are used to provide visibility and control of all advertising requests and enable measurement of compliance

with Service Level Agreements.

## Results

Since the implementation, Eniro has generated and maintained a 100 percent success rate for the tracking of all correspondence and advertising details. It is now able to fulfil its Service Level Agreement of handling updates with minimal mistakes and has a full audit trail of the overall process. The company has also completed the centralization of its Customer Service organization, streamlining all of its customer service operations and providing a more improved service. Since implementation, Eniro has achieved a 100% ROI within 12 months.

“Having Metastorm BPM in place has dramatically improved the efficiency of our business,” said Björn Alstréus, eCommerce Manager at Eniro “We are now able to handle our advertisement updates in a fast and precise fashion, these qualities can only help to improve our relationships with our customers and the service is now ever more in line with the aspirations we have for the Eniro brand. Our customers are delighted with the new automated service and the response times”

Eniro is now planning to roll-out the electronic system to its offices in Finland. Moving forward, the company is also looking to further develop the BPM system to encompass other processes and systems.

1-877-321-META (6382)  
+44 (0) 208-971-1500  
[www.metastorm.com](http://www.metastorm.com)

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