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TV RADIO

## Transversal Provides Self-Service Technology to Capita and BBC Audience Services

# CAPITA



BBC and Capita joint Winners of the CCA Global Excellence Awards 2008 for Best Technology Partnership

Over 99% of users find the right answer first time with interactive, natural language Web help service.

*“The Transversal product provides immediate answers to questions via the FAQ knowledgebase. To date, less than 1% of customers using the iPlayer Help service have sought further help. In addition the continuous innovation demonstrated through our technology partnership with Transversal has resulted in this technology meeting the needs of the vast majority of users wanting tickets for BBC shows and answers to general queries on almost every aspect of the BBC so consistently demonstrating its value to the service we provide the BBC,”*

Neil Doherty  
Head of Service Delivery at Capita

### Challenge

To help support BBC iPlayer’s growth and development, retain audience users and encourage uptake, it was vital that users were able to get up and running with the BBC iPlayer quickly and easily. BBC iPlayer needed an interactive, Web-based support solution that enabled users to find answers to their questions more easily online and thus reducing the number of emails from that source. The solution also needed to support BBC iPlayer’s contact centre to enable the best possible service across all channels.

### Information Solution

The Ask a Question service is a joint initiative between the BBC and Capita Business Services using Transversal’s **Metafaq** and **Intrafaq** solutions.

### Benefits

- Over 99% of people using the Ask a Question service find the right answer first time without needing to send an email.
- The proportion of users contacting customer service agents has decreased by 75% since the launch of online support.
- Improved contact centre agent efficiency has led to a reduction in call-handling times and email-per-users rates. The vast majority of users now have their queries answered with the first email.

### Technology Partnership

Capita Business Services provides the customer support for iPlayer, the BBC’s popular catch-up service for TV and Radio. Capita selected Transversal to deliver iPlayer support because Transversal has proven ability to enhance and simplify online customer service for many blue-chip customers.

*“To provide efficient support for BBC iPlayer users, it was important to select the right partner and product to meet our self-service objectives,”*

Jonathan Rush  
Head of Business Development at Capita.

Transversal’s online services have vastly improved customer service and satisfaction. Technical and difficult enquiries about setting up and using BBC iPlayer are now resolved online at the customer’s convenience.

### Transversal to provide self-service to Capita and the BBC until 2019

Transversal has provided self-service technology to Capita and BBC Studio Audiences since April 2008. Based on the clear business benefits, proven technology, and commitment to continuous innovation Transversal’s contract was renewed through to 2019.

*“BBC Audience Services runs 24/7 and we were seeking effective self-service capabilities that would free staff time and enable them to have a greater focus on value-added services. Transversal’s technology has been integral to helping us achieve this goal. Extending the contract with Transversal has made perfect sense.”*

Jonathan Rush  
Head of Business Development at Capita.

