

Press information

HVB Direkt optimizes customer-services with CONTENTS

Munich, 08.09.2006 - The HVB Direkt, the competence center of the HypoVereinsbank for customer care center services, uses CONTENTS as the content management platform in the intranet. The core of the intranet is the customized news system which provides the call center staff with all important information for their work with the customers.

As a call center service provider for the HVB Group the HVB Direkt attaches great importance to fast, reliable and extensive internal communication. With the help of the new intranet based on the content management platform CONTENTS, important information for the employees located at four different centers can be added, edited and published even faster. In addition specific information can be addressed directly to closed user groups.

The core of the new intranet is the individually developed news system which supports the call center staff in their work. The news system was seamlessly integrated into CONTENTS and is now able to inform the employees at the phone personalized and project-specific about the latest news and developments. All customer information is summarized in standardized online folders, which can be called at the monitor by the call center staff immediately during a customer telephone call. "That way the most current project information is always available to the coworkers at the call centers in order to give callers competent answers at any time", explains Tini Burghardt, the responsible project leader of the HVB Direkt.

Implementing the intranet with CONTENTS even further advantages were realized: the new design and the new structure of the HVB Direkt intranet create a clearer and user friendlier look. Information can be provided without HTML knowledge and - above all - even faster, and the integrated search clearly eases locating the content.

Gülabatin Sun, managing director of the HVB Direkt GmbH, is pleased about the successful intranet relaunch with CONTENTS: "The interface and the navigation succeeded very well and the user-friendliness is really convincing."

Apart from the intuitive and easy to learn interface of CONTENTS, Tini Burghardt particularly underlines the flexible integration: "CONTENS is built modularly and was adjusted very well to our specific requirements."

The online experts of the HVB Direkt decided in an extensive selection procedure in favour of CONTENS. Especially the architecture and the very flexible adaptability to the high project requirements convinced on that occasion. The realization of the intranet and of the new intranet strategy was carried out by the online team of the HVB Direkt in close cooperation with the Professional Service Team of CONTENS.

About HVB Direkt

The HVB Direkt is a wholly owned subsidiary of the HypoVereinsbank and stands for direct services and direct marketing. The main focus of the offered services and distribution services is the customer relationship management by phone, e-mail and Internet. The HVB Direkt makes the know-how, the necessary technical and human resources of the in/outbound sector available to the HypoVereinsbank and further members of the UniCredit Group. In the year 2005, approximately 1.300 employees of the HVB Direkt at four locations carried out almost 13 million customer contacts .

About CONTENS Software GmbH

CONTENS Software GmbH provides Content Management Software (CMS) for companies with sophisticated online communication needs. Its line of products meets the demands of businesses from small online editors to international companies.

A strong network of experienced partners conceives innovative and customized CONTENS solutions and implements them according to individual demands. With the help of the CONTENS platform-independent CMS products businesses can quickly realize and edit extensive online projects without any prior programming knowledge.

Among the well-known businesses that use CONTENS Content Management products are Brose, Concordia Insurance Group, Eli Lilly, HypoVereinsbank BKK, John Deere, the Swiss cantons of Aargau, Freiburg and Solothurn, Max-Planck Institutes, MVV Energie AG, Oettinger Imex Group („Davidoff“etc.), Ratiopharm, Schwyzer Kantonalbank, Siemens TS, the City of Biel and T-Mobile.

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