



TeamViewer
Engage

Flexible Support for Ordering Online

The OÖVG lowered its support costs and increased customer satisfaction by offering co-browsing in its web shop

Case Study



Initial Situation

The Upper Austrian Transport Association (OÖVG) is the coordinator, intermediary, cross-linker, and contact person for all public transportation in Upper Austria. It is the responsible designer and ordering party for regional public transportation in the state – with the exception of the cities of Linz, Wels, and Steyr, as well as long-distance passenger rail transportation. The OÖVV plans and orders regional transportation and cooperates with all independent partners (ÖBB long-distance transportation, WESTbahn, LINZ AG LINIEN, Stadtbetriebe Steyr, and Wels Linien) to create differentiated transportation models and concepts for all population densities in Upper Austria: metropolitan areas, main traffic lines, and rural areas.

In 2017, the OÖVG digitalized its application system for free student and apprentice tickets and switched from its paper forms to a web shop. To give customers who had questions about digital ordering the best possible support, the OÖVG integrated TeamViewer Engage, the platform for digital customer service.

Challenges

Ordering tickets online can be a challenge for schoolchildren and apprentices and their legal guardians, because a lot of data needs to be entered during the online order process. In addition, if tickets are route-specific, an allowed route also has to be selected. To help its customers fill out applications in its web shop, the Transport Association sought a visual support option with a simple, effective co-browsing option.

The requirements:

- ➔ Assist customers with filling out complex order forms
- ➔ Solve problems during the initial contact more quickly, avoid escalation levels
- ➔ Support of all browsers on all user devices



Solution

Co-browsing is a feature of the TeamViewer Engage platform and is ready to use without any downloads or installation. During a phone call, the experts at the OÖVG explain where the co-browsing button is located on the website and how the co-browsing session can be started. An expert can then circle fields or highlight texts on the customer's screen, to help them complete the form directly during the phone call.

Results

The OÖVV web shop has been available since 2017. The switch to the digital system not only cut down on paper use; it also meant that employees no longer had to copy forms into the system manually. This reduced both the organizational effort required and the error rate. Customers can now order annual tickets, semester tickets for students, and the OÖ "climate ticket" online quickly and easily. Applications for free student and apprentice tickets require a lot of advice.

"Parents have to fill out forms with exact route guidance, among other things, but they often don't know the stops or transfer points for their children. And parents often have trouble finding their way around the complex transportation network in general," explains Christoph Sageder, who is responsible for sales and project/process management at the OÖVG. In the past, support staff often found it was difficult to identify a customer's specific issue or errors in the application form. That's why the people responsible at the OÖVG sought a platform solution that supported co-browsing in a simple way. They ultimately decided on [TeamViewer Engage](#).

The OÖVV service employees see exactly what their customers see, making it easier to identify and solve problems.

The result:



Much lower support times needed



Significant drop in need for second level support



Flexible co-browsing with support for all widespread browsers



Increased customer satisfaction



Co-browsing Feature Improves Communication

The TeamViewer Engage customer engagement platform has an intuitive co-browsing feature that improves and simplifies communication between help-seekers and support staff. Customers can connect with the service team on any device and with any browser. No download is necessary.

"In the past, it wasn't always easy for our support team to understand exactly what the problems were with an application. It was difficult to describe the necessary steps verbally or in writing and calls often had to be forwarded to second level support. Additional employees had to be called in to solve the problem, which took a lot of time. In addition, our customers weren't able to complete their orders, which delayed the application," says Christoph Sageder.

Most Problems Solved during the First Call

Thanks to the integration of [TeamViewer Engage](#) in the company's web shop, ÖÖVG support staff can help customers fill out application forms directly. More than 1,000 such calls have to be fielded each month during the ordering period. The faster the process goes, the lower the workload – for the service team in first level support and, especially, for employees in second level support.

It's simple to start a co-browsing session: If a customer and the support advisor are already connected by phone and the customer is on the website, the advisor can instantly start a session with the co-browsing button on the website with the user's browser. The advisor can then circle fields or highlight texts on the customer's screen, to support them with filling out the form. Customer data is always protected during the session, because personal data appears as asterisks on the advisor's screen. Actions that the advisor can carry out on behalf of the customer (such as clicking "Order") in the web shop are limited.

Since customers go through the order forms together with support, they send fewer repeat inquiries. "Thanks to TeamViewer Engage, we've minimized the time per call. And customers regularly give us positive feedback on our support. Our customer service has obviously become more helpful and more convenient, which is ultimately reflected in increased customer satisfaction," summarizes Christoph Sageder.



“ Our support team sees what the customer sees, so we can often solve problems with ticket sales directly. As a result, we save an incredible amount of time and our customers are much more satisfied.”

Christoph Sageder, responsible for sales and project/process management at the ÖÖVV

About the Upper Austrian Transport Association Company (OÖVG)

The Upper Austrian Transport Association was established in the year 2000, based on Austria's federal law on the regulation of local and regional public transport (ÖPNRV-G 1999) as a limited liability company in the sole position of the State of Upper Austria. Upon the founding of the Upper Austrian State Holding in 2005 and the integration of all state holdings in this group structure, the OÖVG took on a new legal form as a GmbH. & Co KG Nfg. For more information, visit www.ooevv.at.

About TeamViewer

As a leading global technology company, TeamViewer offers a secure remote connectivity platform to access, control, manage, monitor, and support any device – across platforms – from anywhere. With more than 600,000 customers, TeamViewer is free for private, non-commercial use and has been installed on more than 2.5 billion devices. TeamViewer continuously innovates in the fields of Remote Connectivity, Augmented Reality, Internet of Things, and Digital Customer Engagement, enabling companies from all industries to digitally transform their business-critical processes through seamless connectivity.

Founded in 2005, and headquartered in Göppingen, Germany, TeamViewer is a publicly held company with approximately 1,400 global employees. TeamViewer AG (TMV) is listed at Frankfurt Stock Exchange and belongs to the MDAX.

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