

# ROSTELECOM

## CREATING A SHARED KNOWLEDGE DATABASE FOR STORING, UPDATING AND RETRIEVING COMPANY KNOWLEDGE FOR SALES AND CUSTOMER SERVICE PERSONNEL



### Client

Rostelecom is one of the largest telecom companies in Europe with a presence right across the telecommunications services market. Rostelecom is the undisputed leader of the Russian market for Internet services and owns state licenses that allow it to provide a wide range of telecommunications services in all Russian regions. More than 100 million people use the company's services throughout Russia.

**“We are both Russia’s largest operator and oldest telecommunications company. Integrating different systems into a single structure ensured the transfer of experience and customer information. A single knowledge base is one of the elements of this work.**

**The shared knowledge database information system is a key factor in improving the quality, effectiveness and efficiency of customer service – and that is our company’s number one priority. The database allows us to quickly find the optimal response to any treatment of the subscriber. The system accumulates and broadcasts best practices from all branches of the company all over the country. With a solid foundation of knowledge, the system is constantly evolving, because it is updated with new data every day. It will become a reliable assistant in the work for thousands of our staff”.**

Larisa Tkachuk,  
Senior Vice President - Commercial Director  
Rostelecom

### Challenge

Due to the continuous expansion and improvement of its service package, Rostelecom needed a tool that would allow sales and service staff to quickly access relevant and reliable information on products, services and tariffs.

Rostelecom decided to create a single storage system for updating and retrieving knowledge. In addition, it was necessary to establish efficient delivery of information to system users all over Russia.

The project to develop a shared knowledge database (SKD) was granted to Technoserv following an open tender.

Reksoft, part of Technoserv Group, was tasked with developing an SKD. The objectives were:

- Providing Rostelecom employees working in sales, marketing, servicing and contact centres with fast access to essential information;
- Integrating, structuring and positioning information;
- Supporting current, consistent data;
- Establishing a system that could check employees’ knowledge level through testing;

### Challenge

Improve the efficiency and quality of work of sales and service personnel

Create communication management tools for front-line staff

Create tools that contribute to knowledge of sales and service personnel

### Solution

High-performance distributed system – response time within 2 seconds, search results within 3 seconds

Multi-level and multi-role knowledge structure system

Comprehensive set of tools for employees for generating, managing and using knowledge

Works with customer’s distributed and heterogeneous IT architecture

### Result

The number of information systems has been reduced from five to one, greatly reducing operating costs

The time required to enter content into the SKD has been cut by 50%

The time taken to deliver important information from sales and service people to front-line personnel has been reduced to just five minutes

Domain knowledge is unified with relevant information accessible in just three clicks



- Displaying information to employees depending on their functional responsibilities, region and customer segment.

General requirements for creating the SKD included the need for a regional subsystem, with the ability for both centralized and decentralized content management. The SKD navigation system needed to provide simple, convenient and intuitive user access to information and an advanced search engine was essential.

Project objectives:

- Improve the efficiency and quality of work of sales and service personnel
- Create communication management tools for front-line staff
- Create tools that contribute to knowledge of sales and service personnel

## Solution

The SKD includes a complete set of tools for the retention and management of company expertise, as well as the prompt provision of information in a convenient format. The interface solution consists of compact navigation bars divided into sections according to data type, geography and customer service segments.

All stored information is linked, so three clicks are all it takes to access the desired data. The Training and Testing personnel module was developed to help prepare personnel for work and assess their training level. Each user has a personal account that displays a variety of useful information, from test results and notifications to personal notes and a desktop calendar.

In the process of customer service the user is able to extract the necessary information with the following search facilities:

- Search engine, containing all the advanced features of search engines;
- Decision tree;
- Precision filter systems;
- Panels divided into data, geography and customer service segments.

Also, the SKD's functionality includes automated workflows that make it easy to monitor published information; a reporting module for all user activity; an administrator module to manage user access based on roles and regions; user group functionality to significantly reduce administration time; comprehensive user feedback; area urgent notifications and news; and various directories.

The project brings together sales and customer service expertise and information for all Rostelecom regional units. Reksoft proposed an operating solution based on Microsoft SharePoint, which ensures maximum flexibility for stored data structures and user interfaces.

Unique project features:

- High-performance distributed system – response time within 2 seconds, search results within 3 seconds;
- Multi-level and multi-role knowledge structure system;
- Comprehensive set of tools for employees for generating, managing and using knowledge;
- Works with customer's distributed and heterogeneous IT architecture.

## Result

In terms of scale and functionality, the SKD deployment is unique for a Russian company.

The knowledge base contains over 200 GB of corporate information. The launch of a common knowledge base greatly reduced the internal costs of the company's operations and the acquisition of additional information systems.



### Technology

Windows Server 2008 R2 Enterprise  
SQL Server 2008 R2 Enterprise  
Sharepoint Server 2010 Enterprise  
Sharepoint CAL  
Office 2010 Professional Plus

### Services

Software development, migration,  
training, modernization, development

### Timeframe

2012 – ongoing

A team of specialists from Technoserv and Reksoft replaced the manual transfer of content from a variety of legacy systems for automatic migration. This enabled a successful full content EBZ to be quickly created for each regional branch of Rostelecom. Right now, the SKD integrates with the company's CRM system, and will in the future be integrated with its tariff and document systems. This kind of knowledge management solution can also be used in banking and other retail areas.

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### About Reksoft

Since 1991, Reksoft has been building great teams to develop, migrate or maintain high-end, mission-critical software.

Reksoft is the only company in Russia where all software development processes have been assessed as compliant with CMMi Level 5.

We enjoy a client satisfaction rate of 95% .

Over more than two decades, we have mastered the skills to improve our performance on every key customer metric including product quality and project transparency.

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