

Ticona Customer Service Europe

Effective action by a troop of experts



Heike Grohmann (Team Leader Customer Service South/West) and Eric de Haan (Customer Service Manager Europe) are completely satisfied. And no wonder: The restructuring of Ticona's Customer Service Europe, or CSE for short, has been carried off quickly and without a hitch – thanks to the dedication of the CSE team.

The 27 strong team around Eric de Haan forms a small, tightly woven clan. All of his colleagues eat lunch together and rely on direct contact to get things done. Very direct contact. And that includes spontaneously walking straight into a colleague's office, when necessary, in order to handle customers' queries from all over Europe very quickly as a team. Now this no longer takes place in separate countries, but rather at the European headquarters in Frankfurt am Main, Germany.

Competent contacts, fast customer service

The actual restructuring process went largely unnoticed from the business partners' perspective. A transition phase ensured the seamless transformation, even when the primary contact changed. As the CSE team covers virtually all European languages, information is usually exchanged in the customer's local language, whether by phone, e-mail or conventional correspondence.

"We know this is very important for our customers – and it also just makes a lot of things much easier," says Eric de Haan. "As an interface for application development, planning, logistics and product development, face-to-face communication doesn't really matter all that much – what counts is fast answers." This is achieved through the standardization and optimization of the processes that make many tasks easier and therefore faster. Moreover, customers reap the benefits of cross-border exchange and improved access to the knowledge and ongoing developments in the company headquarters. Once a problem is known and has already been solved in one country, other

countries no longer need to start over from scratch. Or they can even avoid the problem altogether.

Fast and direct access to Ticona

Little has actually changed then for the customers. Only the phone number is new – and free of charge for the caller. It's all part of the service. Just like the sophisticated automatic call forwarding system, which ensures that – apart from a few exceptions – the same contact person is always available for any given customer. After all, this direct line of communications does not rely on call center employees, but rather on the dedicated and service-oriented Ticona staff. They have adapted their daily work schedules to conditions in the respective countries, taking time zone differences into account, for example. And CSE members from headquarters visit the customer's site at regular intervals together with Ticona's local field force representative.

Looking back now Heike Grohmann says, "The reorganization involved a huge effort that outsiders never saw, of course. The whole process was very, very exciting. In addition, we've also become more

international. This benefits both Ticona internally and the customers externally." Eric de Haan is also full of praise for "his" troop and modestly points out that he wasn't even there as "head" of the group at the outset. "The team deserves all the credit. They demonstrated true commitment and really pitched in to make the reorganization a success." That's why de Haan is absolutely convinced that this capability will also continue to drive Ticona's good service in the future. At the end of the day, protective "cover" from afar can really be as close to the customer as that ...