Enhancing customer satisfaction levels

W&W Informatik drives its digital transformation with Control-M.

A merger of building association Wüstenrot with insurance company Württembergische created central service provider W&W Informatik GmbH. The goal of the newly unified company was to develop targeted solutions that would better meet customers' specific needs. The task would require detailed global analysis of customer profiles and their contracts across mainframe and distributed IT environments.

FROM COMPLEXITY

W&W Informatik GmbH was facing numerous IT challenges:

Slow online enrollment
Existing systems could only run an essential polling task once per day, slowing down the enrollment process for customers.

Lack of speed and agility in development
A manual, unstructured and error-prone development process was holding the company back from implementing or changing services to meet market needs.

Unacceptable maintenance outages
The existing IBM solution had a mainframe maintenance window of six-to-seven hours, during which the entire distributed network had to be shut down, causing outages in critical business applications. Each outage, either planned or unplanned, stopped work for 2,000 people & impacted customers.

Using the 10-point Net Promoter Score (NPS) scale, McKinsey found that for every one-point increase in customer onboarding satisfaction, there is a corresponding 3% increase in customer revenue.

Source: Client Onboarding: Revenue and Hidden Cost Implications
(https://www.cio.com/article/3260727/leadership-management/client-onboarding-revenue-and-hidden-cost-implications.html)

TO COMPETITIVE ADVANTAGE

The business converted its existing workflows to Control-M using the built-in tool. The results were transformational:

Online enrollment 25% faster
Control-M has enabled four polling tasks per day, speeding up online enrollment.

Consolidating accounts increased market share
By merging multiple databases customers could be offered additional services relevant to their profile.

Development lifecycle accelerated by 80%
With standardized processes, business applications get released faster and are of a higher quality.

Risks mitigated during maintenance
The business services underpinned by distributed workflows are still available during maintenance, increasing the availability of enrollment processes and critical business services by 3%. Following the success of the project, Control-M is set to become the company's central application orchestration platform.

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