



Red Bull Media House GmbH / ServusTV

International service number concept
with flexible routing and IVR system

Case Study

Company



ServusTV is an Austrian commercial television station based in Salzburg. It is 100% owned by Red Bull Media House GmbH, a subsidiary of Red Bull GmbH, and emerged from Salzburg TV, a local channel founded in 1995. The channel started broadcasting on 1 October 2009. ServusTV is broadcast as a digital-terrestrial channel by means of DVB-T and can also be received unencrypted throughout Europe via the Astra Satellite. The programmes are also available as a live stream on the channel's website. In addition, Red Bull TV GmbH has been running the mobile TV service Red Bull TV since June 2008, which is also broadcast via ServusTV every week on Saturday and Sunday nights. www.servustv.com

Requirement

When ServusTV was launched, an international service number concept was required for a variety of viewer and competition hotlines for Austria, Germany and Switzerland. In addition to a flexible call management solution, the customer also requested the option of individually designed customer dialogue. The plan now is to gradually expand the offering of telephone numbers across Europe.

atmsSolution

atms developed a tailor-made one-stop solution for ServusTV with national and international freephone (0800) as well as shared cost telephone numbers (0820/1805/0848). For the freephone offering, atms provided a triple solution – identical 0800 service numbers for all three countries. This allows viewers to enquire about current programme highlights and how to receive the channel or leave messages such as requests, suggestions and questions.

The flexible routing requirements were also implemented in accordance with the wishes of ServusTV. If necessary, the target numbers can be changed quickly and easily by ServusTV.

In addition, atms implemented a customised IVR (Interactive Voice Response) solution with voice-automated message services, e.g. for call pre-screening or for competitions. The IVR system is operated as a managed service in the atms network and can be configured by the customer via a web interface.

Result

- Reduction in the number of interfaces with international service number providers
- Provision of an IVR solution that can be controlled via a web interface
- Call pre-screening and the guarantee of quick and easy access
- Enhanced service quality
- Customer-friendly, professional call management

“By working with atms, we have been able to significantly improve the contact we have with our viewers while at the same time relieving much of the strain on our call centre in terms of standard enquiries. When choosing our partner, we placed particular importance on the provision of reliably hosted systems like atmsNetworkIVR, which can also be adapted to future requirements. atms provided the complete one-stop solution we wanted, and has done so to our full satisfaction.”

Andreas Gall, CTO Red Bull Media House GmbH