

Case Study

GEMA Automating the Complete Service Chain



At a glance

Company

Gesellschaft für musikalische Aufführungs- & mechanische Vervielfältigungsrechte (GEMA) www.gema.de

Industry

Media (Music authors' society)

Key figures

85,000 members, more than 2 million listeners in Germany

USU solution

USU Digital Consulting based on Pega Infinity™ Suite

Challenge

As part of a company-wide service offensive, GEMA was looking to introduce and establish a complete customer service management (CSM) solution. This not only needed to digitalize the service departments processes, but also automatically support the needs of GEMA customers and members.

Solution

Pega Infinity™ Case Management Platform was chosen. Out of the box this already met many of the challenging aims being set, e.g. flexible integration with GEMA infrastructure. Step by step, the processes with regard to telephone requests were then mapped out followed by the integration of multiple email channels as well as the portal.

Result

The CSM solution powered by PEGA now allows all GEMA service processes to be automated. The system links interactions in the Service Center and Portal with the saved contact and procedure management processes. This avoids media gaps optimizing efficiency and costs.



Headquarters in Munich ©GEMA

“ With the support of the Pega partners USU, within a few months we were able to build a powerful, cross-platform customer service system which today forms the digital backbone of our services and creates a special customer service experience for GEMA members and customers.

Christian Bachus, Director Customer Service

Digital service chain

“Creating people moments in service and at the same time implementing complete digitalization of the service chain.” This was the aim of GEMA’s new service program Milos (Members and license holder-orientated service) according to the Director of Customer Service, Christian Bachus. The aim was to fulfill the increasing service requirements in terms of speed, accessibility and transparency of the different stakeholders, above all the around 85,000 members and more than two million music users. To do so GEMA managers systematically analyzed the results of various customer surveys and developed a solution alongside the expectations of customers and members. The aim was end-to-end digitalization of need-based service request fulfilments. In other words, an optimized, automated, digital service experience for all. Until this point, service-relevant content was stored across different systems, e.g. Outlook. Each department worked with its own tools and had its own service structure meaning that any service process was as

manual as it could be. This meant that a single, central customer service management solution (CSM) needed to be implemented to support all future GEMA business processes.

Customer service solution based on Pega

Based on the best technical solution Pega-specialized partner USU was able to come through. The CSM system based on the low code and case management platform Pega Infinity™ promised speedy integration into the GEMA environment and flexible creation of the individual GEMA processes thanks to its various configuration options. The first milestone in the project involved the call center. Based on a new distribution key, GEMA’s management “new shares” expected a much higher number of calls from members and, therefore, created the process steps of call interaction with CTI integration based on Pega within a few weeks. An initial version was already available at the end of 2021.

Following the configuration of email context recognition as well as the setting up of routing rules a connection to the email channels was made. Through this, incoming emails were automatically categorized and corresponding service requests were created. The integration of the customer and member portals also allowed forms, which were running as structured data in the back end, to be digitally processed. This meant, for example, that complaints could be handled and processed automatically. Once the base system had been set up, the use of Pega technology together with agile processes allowed for constant improvements, biweekly updates and the flexible successive integration of other business processes as well as the onboarding of other GEMA businesses, e.g. music services.



Mine concert
© Kevin Riedl

Blueprint for further digitalization

Nowadays, the new customer service management system forms the “backbone” of digitalization at GEMA and will soon support all the organization’s business processes.

The solution connects GEMA service teams with their members and license holders across all channels and in real time. Incoming service requests of the three identified service types (advise, support, complaints)

are automatically processed across the entire service chain in a transparent manner. This is from their entry into the portal, the processes in the first, second and 3rd support levels in the service department as well as the stored processes in the different GEMA areas. Avoiding media bridges and getting rid of manual work steps leads to gains in efficiency as well as a reduction in costs. Above all it is the customers and members who profit from more transparency and quicker, better quality and needs-orientated services.



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