

Case Study

Feenstra improves customer satisfaction and reduces costs using Microsoft Azure

New planning tool streamlines the appointment scheduling process

Situation

If your heat stops working in the middle of a cold winter, you want it fixed fast. Feenstra recognized this and looked to improve its appointment scheduling process to ensure it was meeting the needs of its customers.

With a workforce of 1,500 people, Feenstra is one of the largest companies in the installations sector. The company offers a wide range of services and products relating to heating, ventilation, insulation, security and solar energy.

To offer the best possible service, existing and potential customers must be able to contact Feenstra easily at any time. Appointments with service engineers and advisers are planned centrally at the head office in Lelystad, where a team of around 100 call center employees is available between 8 a.m. and 9 p.m. To make the appointment scheduling process as efficient as possible, a planning tool was

developed six years ago. It allowed the team to schedule home appointments to provide advice about central heating installations, solar panels, home insulation and home security.

Three generations of the tool have been rolled out during this period. The first version of the planning tool allowed appointments for the sale of central heating installations to be made nationally for the first time. The second version enabled other products to be added, such as appointments for the sale of solar panels, home insulation and home security. The second-generation tool was also considerably faster.

As both the hardware and software in the old Feenstra system had reached the end of their service life, the company needed to implement a new and improved version of the planning tool. The .Net platform had changed considerably over the years, and renewing the platform created more opportunities to expand functionality.

Solution

Avanade helped Feenstra develop and implement the new tool and worked

closely with the company to design, prepare and roll out the upgrade. At the start of the process, the first task was to gain a clear insight into Feenstra's requirements. The final aim was to plan appointments as efficiently as possible, so customers and potential customers would receive the best possible service and so advisers could maximize productivity during their work days.

The tailor-made solution was developed by Avanade based on Microsoft Azure, which is Microsoft's cloud solution. "We recommended Azure because it is a scalable platform. The main advantage is that you are not responsible for hardware and hosting, or the related depreciation. This helps to significantly reduce monthly costs," explains Vincent van Baak, Project Manager at Avanade.

Results

The latest version of the planning tool was implemented with the help of Avanade. This version builds on the foundations established by previous generations. The system is used to plan appointments for around 20 field agents working day shifts. During the

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winter season, which is the busiest period for Feenstra, the team is expanded to 120 employees planning the activities of 55 agents working day shifts. In addition, employees are available seven days a week to schedule appointments.

The latest tool has helped improve productivity. "The solution allows staff to process customer requests faster than before and to schedule appointments more efficiently based on the skills and region of advisors," says Vincent van der Slot, Functional Manager at Feenstra. According to van Baak, the simplified interface, which is more user-friendly than the previous system, is another benefit. "For example, advisers can now use the same login details for every application," he explains.

Other benefits include:

- Faster speed thanks to the greater processor capacity.
- Reduced travel time and costs, which means that more customers can be helped each day.

"There has been a visible improvement in our customer satisfaction. They are able to access clear information, are helped sooner and always deal with suitably qualified experts," says van der Slot. Feenstra is keen to expand the tool further in the future. The company is also considering a system in which customers will be able to make their own appointments via the Feenstra website.

About Feenstra

Feenstra helps to create pleasant home and work environments. We can make your surroundings comfortable, healthy, safe and energy-efficient. We not only possess advanced technology, but also have a team of qualified professionals with experience in providing advice and installation and maintenance. With our regular and reliable maintenance services, we can make sure that this technology continues to operate as intended. And if a system does develop a fault or you need a repair, it is reassuring to know that Feenstra can offer high-quality support throughout the Netherlands. We can provide a

quick-response on-site service to help resolve potential issues. You can count on honest advice from Feenstra. With a team of over 1500 employees, Feenstra manages, services and maintains a strong customer portfolio of over 800,000 Dutch households, including private individuals and housing associations. Thanks to its comprehensive branch network, Feenstra is able to offer great service 24 hours a day, 7 days a week. For further information, please visit feenstra.com or phone +31 (0)88 8455 000 (local rate from within the Netherlands).

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**–Vincent van der Slot,
Functional Manager, Feenstra**



About Avanade

Avanade helps clients realize results in a digital world through business technology solutions, cloud and managed services that combine insight, innovation and expertise focused on Microsoft technologies. Our people have helped organizations in all industries improve business agility, employee productivity and customer loyalty. Avanade combines business, technical and industry expertise with the rigor of an industrialized delivery model to provide and deploy high quality solutions—on premises, cloud-based or outsourced. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture LLP and Microsoft Corporation and has 25,000 professionals in more than 22 countries. Additional information can be found at www.avanade.com.

North America

Seattle
Phone +1 206 239 5600
America@avanade.com

South America

Sao Paulo
Phone +55 (11) 5188 3000
LatinAmerica@avanade.com

Africa

Pretoria
Phone +27 12 622 4400
SouthAfrica@avanade.com

Asia-Pacific

Sydney
Phone +61 2 9005 6772
AsiaPac@avanade.com

Europe

London
Phone +44 (0) 20 7025 1000
Europe@avanade.com

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