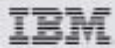


# Be informed in a fraction of a second: Swisscom Call Center uses innovative search technology based on IBM OmniFind



Reference study IBM OmniFind Enterprise Edition

## *The customer: Swisscom AG*

[Swisscom](#) is the leading telecommunications company within Switzerland, and offers all services and products for mobile, network and IP-based language and data communication. Massive investments in the network infrastructure ensure that this will also remain the case in the future. Development towards a multimedia corporation will become even more tangible for customers through Swisscom TV. With the Italian provider Fastweb, Swisscom is present in one of the most attractive broadband markets in Europe. Swisscom is also active in IT Infrastructure outsourcing and in the management of communication infrastructures. 19,427 employees generated a turnover of CHF 12 billion in 2009.

*„The combination of SemanticMiner and OmniFind provides agents with the right information at the right time, in a clear and standardized form“*

**Hubert Spicher**  
IT Project Leader Knowledge Management,  
Swisscom AG

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## Highlights

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- **Consolidation of data:** different source systems were connected to OneFind<sup>1</sup>, Swisscom's intelligent search technology, irrespective of the technology platform used. The search brings together the information content from all these sources, consolidates it for fast information access and displays it in a clear format.
- **Relevant information:** the combination of [IBM OmniFind](#) with the [SemanticMiner](#) from [ontoprise](#) GmbH attached to it, offers users a high quality search. The entered search request is extended with the help of a knowledge model contained in the solution, and it thereby delivers the exact hits needed by the user.
- **Integrated system landscape:** the products and solutions employed by IBM and ontoprise are based on current IT technologies, which thanks to open interfaces, were integrated seamlessly into the existing Swisscom system landscape. All data sources relevant for OneFind were in turn linked via standard interfaces.

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<sup>1</sup> „OneFind“ is the research and search component of the internal „Knowledge & Information Management“ platform at Swisscom.

## The challenge

Outstanding customer service is central for Swisscom. The focus is on shortening handling times for service cases and increasing the efficiency and quality of the solutions. To achieve this, it is necessary for call center employees to be able to obtain a comprehensive overview of all relevant customer information and current service cases quickly.

Swisscom's demands on a new IT solution were an efficient search, the holistic presentation of search hits, top ten search lists, the display of related topics as well as links to already established FAQ systems.

## The solution

Swisscom selected IBM's and ontoprise's innovative search solution from within a strongly competitive field. Installation, integration and the realization of customer-specific modifications were carried out by ontoprise's Swiss partner [dSoft](#).

The paramount advantage of this solution is the uniform presentation format of information from different sources, irrespective of the underlying technology platform.

OneFind's system design and integration concept accommodate these aspects. OmniFind is responsible for linking to the various data sources as well as for the search. The semantic search includes both structured data, for example from the CMS, as well as unstructured documents, for instance from the Intranet. The SemanticMiner expands the search query and prepares the results.

Thanks to OneFind's clear user interface, the employees at the Swisscom call center can find relevant information rapidly and easily. OneFind offers a 360° view of all linked sources. Moreover, OneFind has been extensively integrated into the existing system landscape.

The IBM laboratory in Böblingen, IBM Deutschland Research & Development GmbH – one of IBM's largest research and development centers worldwide - was also involved in the development of OmniFind.

## The advantages of the IBM OmniFind solution

- **Holistic** – the disorganized information structure in your company will be organized transparently through an improved presentation of the content and the contexts. Users are presented with precisely the knowledge that they need.
- **Dynamic** – offers extensive and dynamic functions for a faceted search, provides automatic suggestions even whilst entering the search term as well as the possibility to be automatically informed when information changes.
- **Adaptable** – takes the business-specific relevance into account and contains an UIMA standardization for identifying units as well as an optimized semantic search.
- **Open** – makes a search on more than 20 platforms possible and can be linked with more than 30 repositories.
- **Scalable** – Lucene-based index for scalability at company level.

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