

With TeamViewer, Doro closes the digital gap

Through the digitalization of their support process, Doro optimizes customer support services for their easy-to-use mobile phones.



Listed on the Swedish Stock Exchange, Doro offers telecare and public care to seniors so they can live an active and independent life. From customized mobile phones to digital alarm chains, Doro is present in 27 countries across the globe, with its primary focus in Europe.

Doro has been familiar with TeamViewer since it began 15 years ago. It established a partnership with TeamViewer in 2015 and has been a central support in Doro's mission to help seniors live independent and active lives.

Receiving today a high volume of around 12,000 customer support calls every month, it enables the business to keep connected to its senior audience and bridge the gap between technology and the elderly.



Challenge

Doro needed a dynamic and innovative solution that could be used both for customer support, and be embedded into the customized technologies such as smartphones.

Key challenges included:

- ➔ **Making technology accessible to seniors to live independent, fulfilling lives**
- ➔ **Managing high customer support call volume of around 12,000 calls each month**
- ➔ **Supporting senior customers through technological challenges in a remote setup**

Solution

Doro smartphones have TeamViewer pre-installed, which allows authorized users to see the smartphone's screen content on the computer screen and control the device remotely. This allows Doro technicians or family to remotely set up the device and adjust settings from the PC if needed.

Results

Senior customers find Doro's products and its support team accessible, technological frustration has decreased and the solutions have optimized customer satisfaction.

- ➔ **Customers are much happier when ending interactions with Doro support staff.**
- ➔ **40% reduction in time spent per support case on average.**
- ➔ **80% of support calls are resolved at first contact.**

Connecting people together

Smartphones have become an indispensable part of many people's everyday lives. Older people, too, often want to use the advantages of the devices, such as mobile telephony and the various app functions. But often they don't get along with the latest smartphone models, the areas on the touch displays are too small, the number of functions too large. This is where Doro's specialized mobile phones for senior citizens come into play. The Swedish manufacturer is market leader in this area and offers phones specifically tailored to this user group, with easy operation, large buttons, emergency call functions and more.

In 2015, Doro started working on a new smartphone generation specifically designed for older users. The company wanted to implement a support system to help its customers when devices caused problems. Doro offers a support hotline, available Monday to Friday from 9 a.m. to 4 p.m. This service is very popular because older people tend to call rather than write emails. So the question for Doro was: How do you manage to relieve your own customer support hotline and, at the same time, how can you make your customers still feel best supported? The company knew from the past that the volume of telephone support requests for their smartphones tend to be higher than for classic push-button mobile phones.

Doro contacted TeamViewer and the teams discussed the possibilities. In cooperation with TeamViewer, the Doro development team has integrated the TeamViewer QuickSupport module into its smartphones which includes TeamViewer's remote access and remote control functionalities. This has enabled Doro to have secure and GDPR compliant access to their customer's devices.

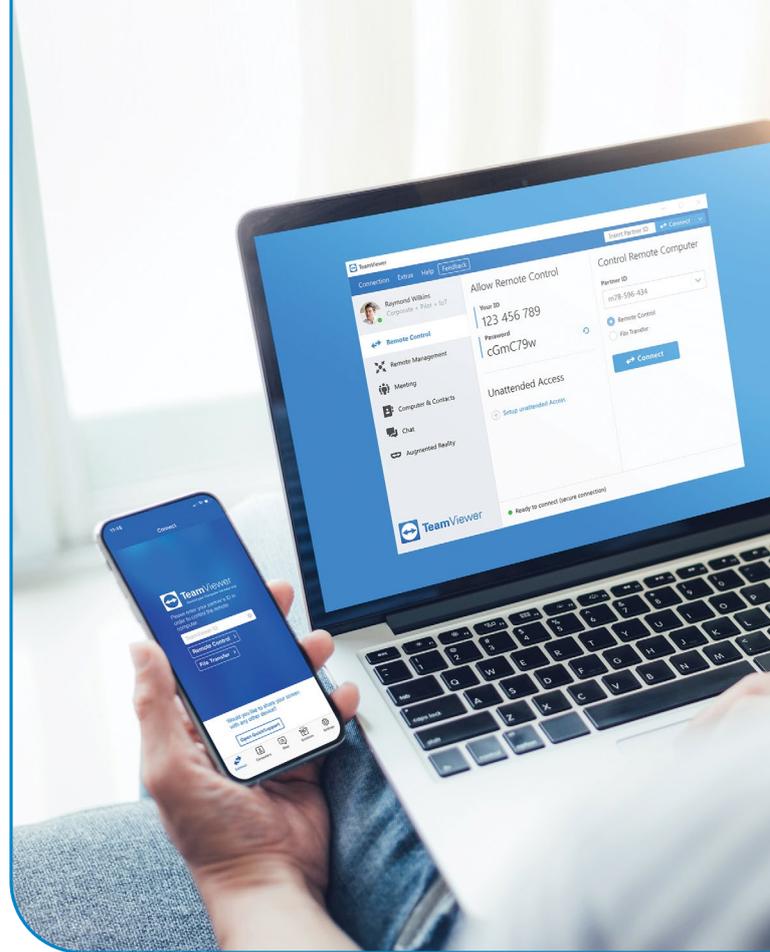
Partnering with TeamViewer

Instead of making technology more complex, Doro's products aim to contain just the essential features needed to communicate and interact as a human being in a modern world. Today TeamViewer is baked into Doro's customized products, such as smartphones, to benefit not just the senior customer but also their relatives and friends.

Since many seniors rely on the help of relatives to use their smartphone, Doro offers direct online access to the smartphone. With the user's consent, friends and family can set up the device remotely and adjust settings from a PC if necessary. For this purpose, the TeamViewer software is pre-installed on the devices, with which authorised users can see the screen content of the smartphone on the computer screen and control the device remotely.

Frustration-free support

In addition to being used in Doro's products, TeamViewer is critical for Doro's customer support team: Getting technical support can often be a frustrating experience for seniors, who are not familiar with technical language. It can entail long email threads, misunderstandings, poor communication and confusion for the customers. TeamViewer eliminates all of this frustration. While on the phone, the support specialist can ask the customer to start the TeamViewer app on their phone and provide the TeamViewer meeting ID and password to launch a TeamViewer session. The customers do not need a separate installation as all needed functionalities for remote access and control are being delivered within the Doro phone.



” Pierre Nilsson, Service Delivery Manager at Doro

With TeamViewer, we were able to drastically reduce the time spent per support case. At the same time, our customers feel much better served and supported with the fast support. It's a win-win for everyone.

Breaking down the barriers of a computer screen

The technician can then understand the customer request and assist as appropriate - all at the click of a button. Instead of the technician needing to explain to the customer how to reach a feature or turn on/off a specific setting, they can just do it for them and the senior can see first-hand how the issue was fixed. This also provides the user with quick support when setting up a mobile phone for the first time.

Using remote access in this way is very powerful, as it breaks down the barrier of a computer screen. It's almost like the technician is sitting next to the customer and explaining in-person. Technical support immediately becomes a much easier process and experience for both the technician and the senior. This painless customer experience means Doro can maintain a high satisfaction rate with its customer base and strengthen customer loyalty.

“Lots of countries are facing ageing populations, but technologies are progressing at such a fast rate, senior people are struggling to keep up. This results in them feeling isolated and dependent on others around them. TeamViewer has been an integral component to Doro's products and has helped bridge the gap between age and technology”, says Pierre Nilsson, Service Delivery Manager at Doro.

Minimum onboarding required

Doro's customer support training also requires little time and investment thanks to TeamViewer being one of the most well established platforms for remote desktops. Typically consisting of young, tech-intuitive team members, the support team is often already familiar with TeamViewer. They, therefore, do not need a lot of training to get them up to speed. This makes it a very cost efficient solution for Doro. Support technicians can spend less time on technical training and more time focusing on customer-facing responsibilities such as ensuring Doro is maintaining a strong customer experience.

Through the digitalization of the support process the support team has noticed less time is spent handling each customer issue.

80% of calls resolved at first contact

Thanks to TeamViewer, the time spent per support case has been significantly reduced by an average of 40%. With a support volume of 12,000 requests per month, this has immensely reduced the workload for the Doro customer support teams all over the world.

Additionally, in the past, the support team often received returning customer enquiries until a problem was solved. Now, requests often can be fixed swiftly and efficiently on the first call. In fact, 80% of the 12,000 calls are resolved at first contact - a huge success for Doro.

"With TeamViewer, we were able to drastically reduce the time spent per support case. At the same time, our customers feel much better served and supported with the fast support. It's a win-win for everyone", explains Pierre Nilsson, Service Delivery Manager at Doro.

Take the next step

To learn more about the TeamViewer solution presented here, please contact your TeamViewer representative. Visit us on: www.teamviewer.com/en/products/teamviewer

About TeamViewer

TeamViewer is a leading global technology company that provides a connectivity platform to remotely access, control, manage, monitor, and repair devices of any kind – from laptops and mobile phones to industrial machines and robots. It enables companies of all sizes and from all industries to digitalize their business-critical processes through seamless connectivity. TeamViewer proactively shapes digital transformation and continuously innovates in the fields of Augmented Reality, Internet of Things or Artificial Intelligence. The company is listed at Frankfurt Stock Exchange and belongs to MDAX.

About Doro

Doro is a technology company focused on seniors. The company develops services and products for seniors to live independent, fulfilling lives. Doro's wide portfolio of security and care solutions digitally connect generations and provide solutions for independent living, both inside and outside the home. The company is the market leader for social alarms in Sweden, Norway and the United Kingdom and the global market leader for mobile phones for seniors. Doro is a Swedish company with headquarters in Malmö and a sales operation in 27 countries. Doro's shares are quoted on the Nasdaq Stockholm exchange. The company has an app. 1,000 co-workers and net sales of SEK 2,063 million (EUR 195.4 million) were reported for 2019. <http://www.doro.com>.

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