

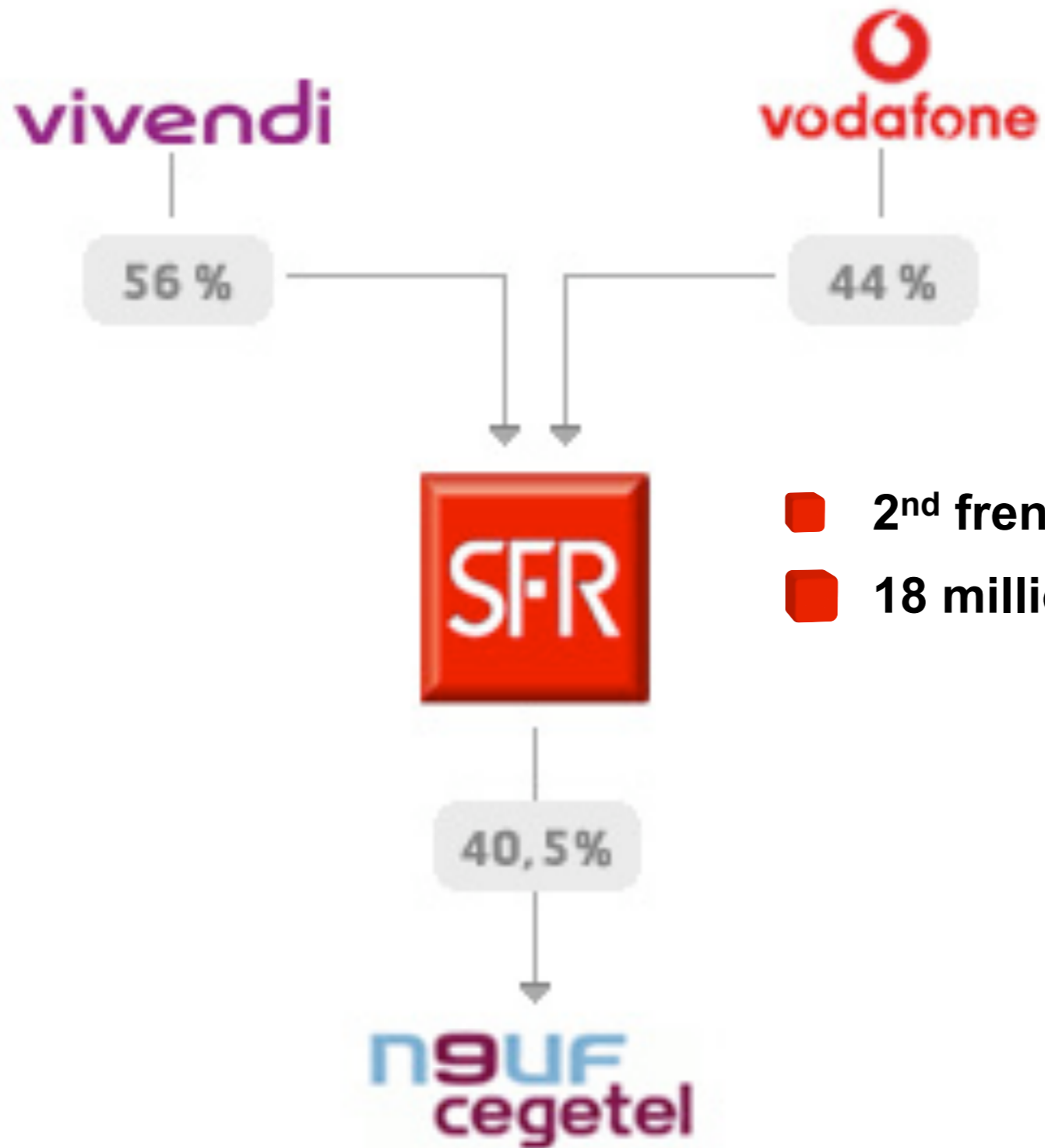


Wiki SFR Service Client

Atlassian User Group Paris 2008

François Nonnenmacher, independant consultant





- 2nd french telephonic operator
- 18 millions clients

SFR Service Client (SFR SC)

SFR
service
client



- **35 millions calls/year**
- **100 000 calls/day**

Context

- **New services**
- **New cases, new problems**
- **New team, new skills**



Why a 2.0 tool ?

- **Easy collaboration**
- **Fast to deploy**
- **Low price (pilot project)**



Project : phase 1

- **Prime the pump**
- **Open the service with existing content**
- **Show by example**



Project : phase 2

■ Supporting users

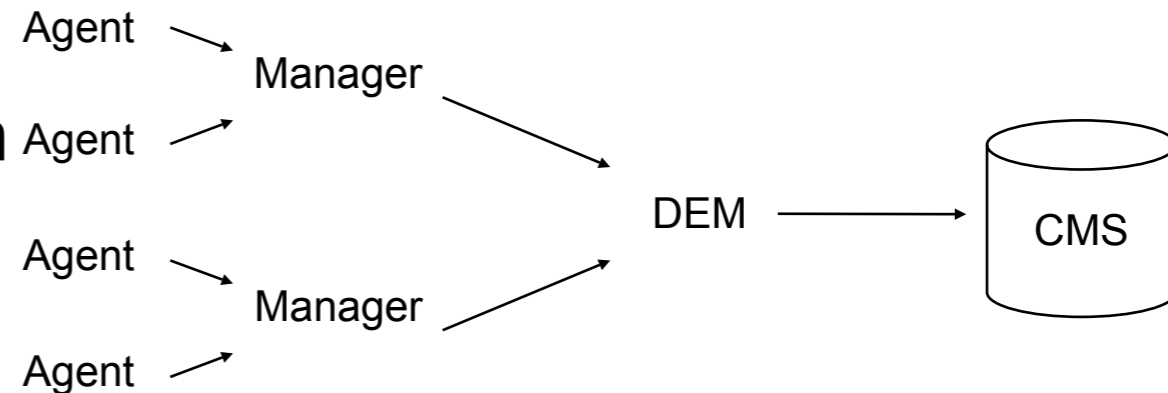
- Helping to use
- Helping to publish, making them publish
- Helping “old” writers to forget the traditional publishing workflow



Web 2.0 Tool needs Organization 2.0

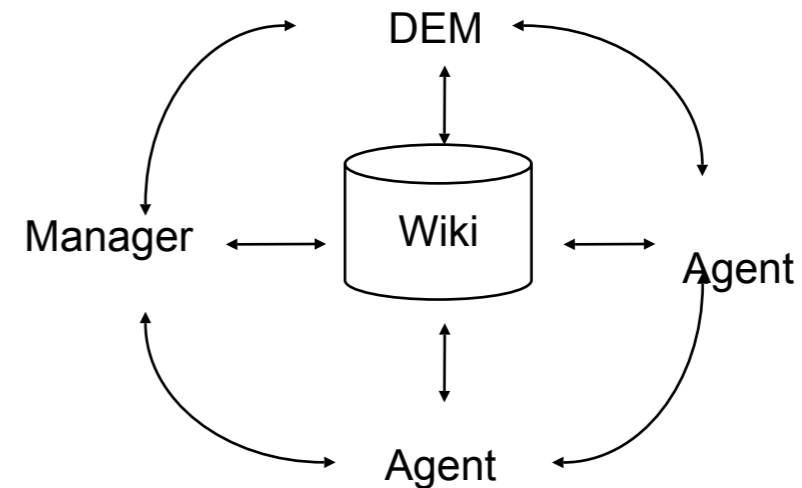
■ CMS = 1.0

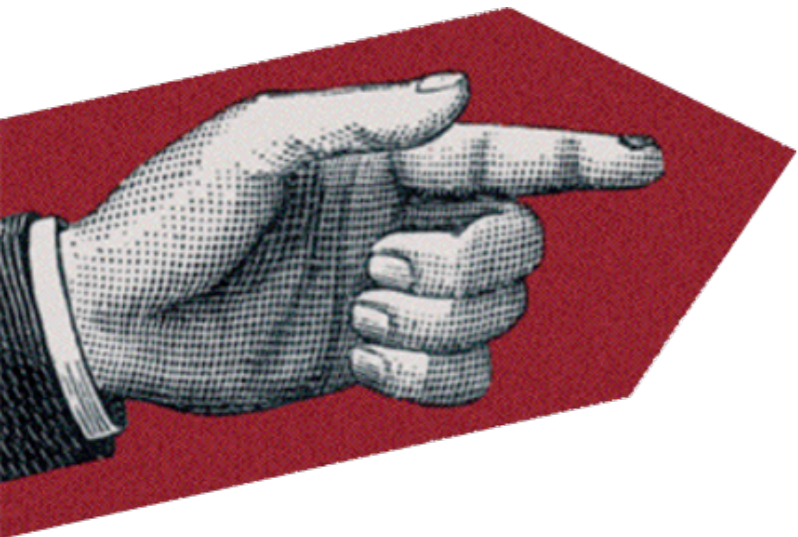
- Hierarchical organization through channels



■ Wiki = 2.0

- Trust, auto-moderation
- Post-publication control

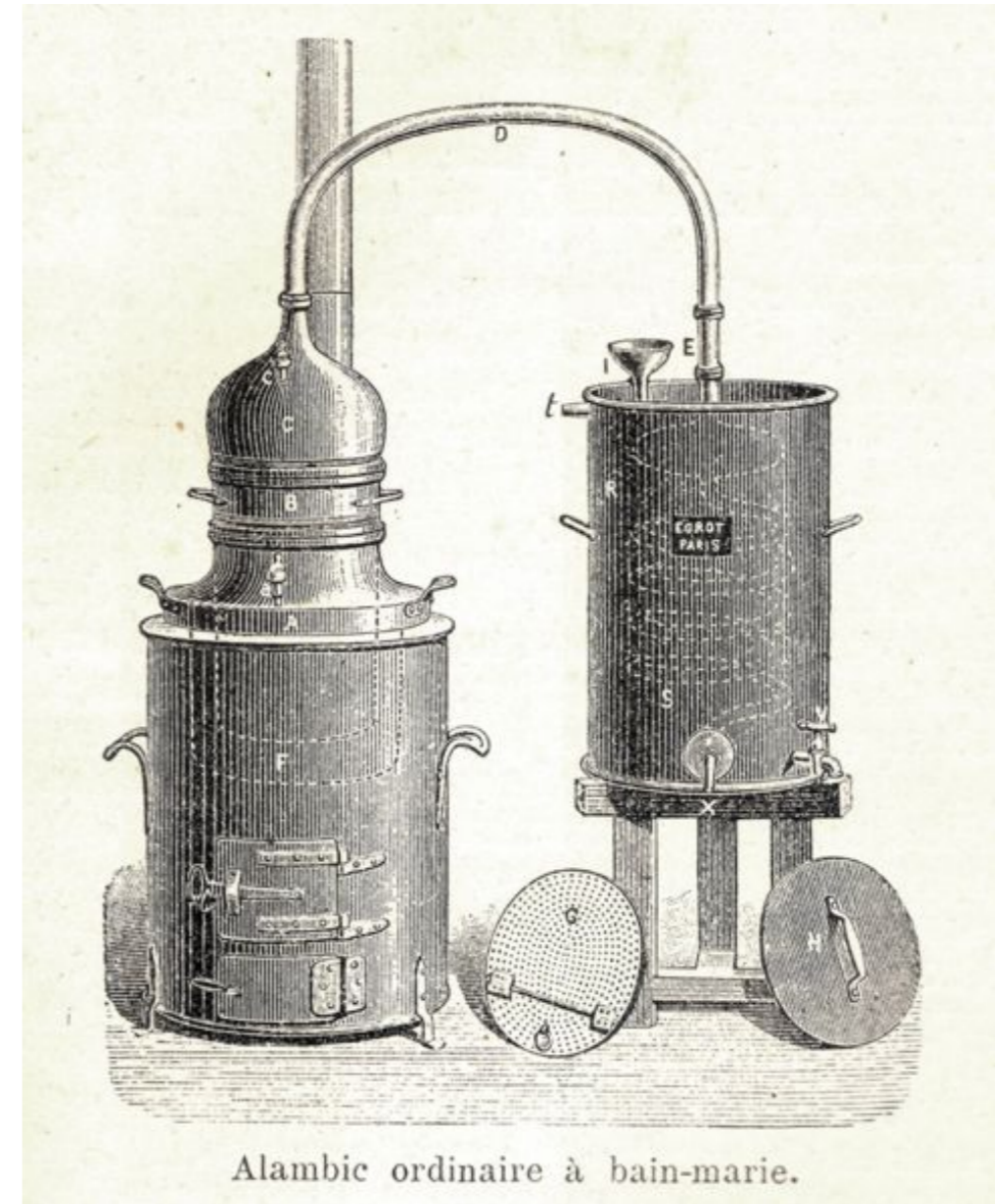




Lessons learnt

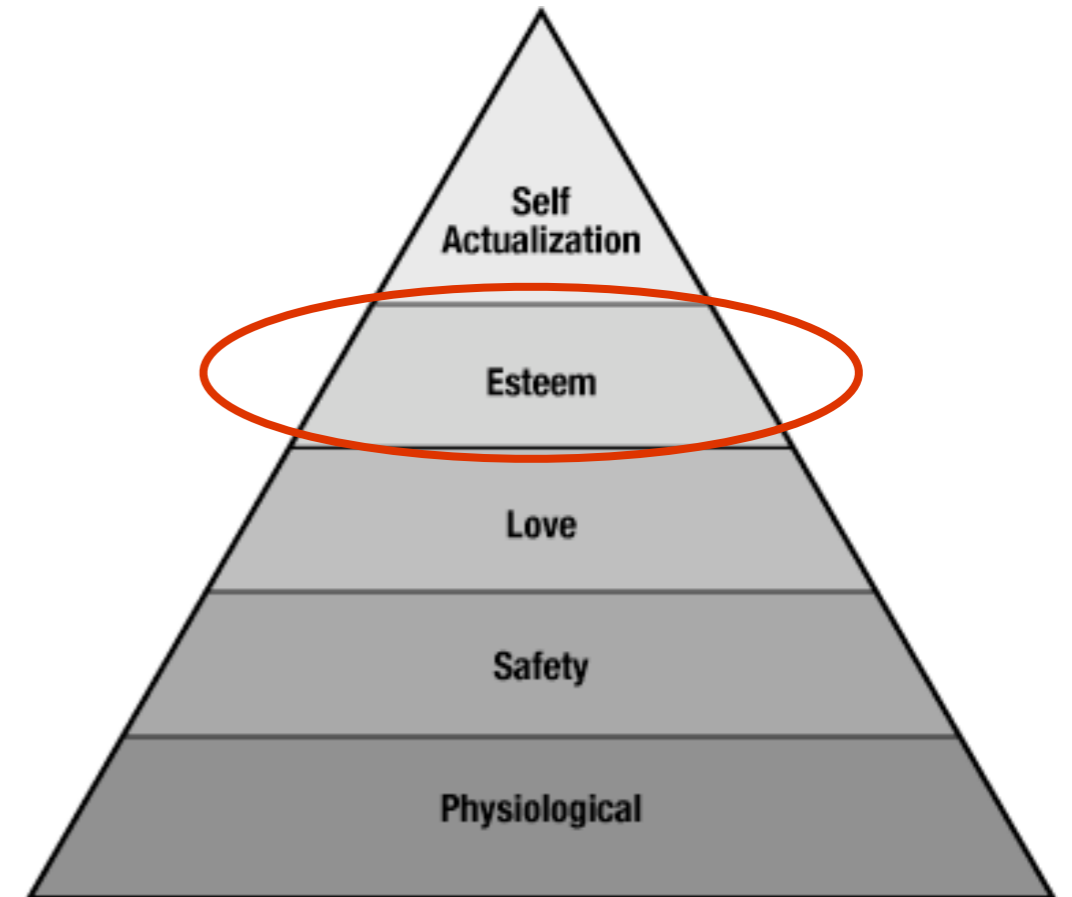
Distillation

- Alembic effect
 - Everyone is not a publisher
 - New talents revealed



The Ego factor

- **A powerful boost**
- **Personal and visible login**
- **Individual contributions are recognized**



The project is successful

- **Application well used**
- **New problems solved**
- **Customer satisfaction**

- **The wiki answered a real need**



Thanks to :

■ Our new team of users

■ Our consultants

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Atos Origin Systems Integration