

Contact Centre Efficiency Gains

Average Efficiency Improvement (AEI) represents the average efficiency gained per contact centre agent resulting from the implementation of the livepro® system.

The improvements are based on analysis performed using the livepro® return on investment framework. The framework results rely on a number of factors which measure how tasks are performed in the call centre.

The following actual examples are taken from contact centres in 3 separate industries, demonstrating the benefits that are available in most inbound call centres

Industry	Agents	Annual Operational Improvement	Per agent p.a.
Financial Services Institution	100	\$802,000	\$8,020
Toll-Road Operator	120	\$605,000	\$5,042
Household Appliance Manufacturer	100	\$704,803	\$7,048

FINANCE SERVICES INSTITUTION

- Financial services giant achieves **24,000hrs in productivity gain per annum** across 100 concurrent agents

TOLL-ROAD OPERATOR

- Multinational toll-road operator achieves **positive ROI in under 6 months**

HOUSEHOLD APPLIANCE MANUFACTURING

- Household appliance manufacturing giant estimates more than **\$7,000 pa efficiency improvement per agent**

Financial Services Institution

BACKGROUND

Financial, banking and insurance industries are commonly environments where data changes every minute and the roll out of a new service is subject to high compliance requirements. One of Australia's leading fund, insurance and superannuation providers was looking to improve its overall customer service and operating efficiency. With over 100 agents taking customer calls concurrently everyday, there was a need for consistency in the delivery of knowledge and information plus better staff engagement.

KEY STATS prior to LIVEPRO implementation

*100 concurrent service agents -- 1.2 MILLION contacts -- Agent costs based on \$50,000 p.a.
Induction period 6 weeks -- 30 new inductees p.a.*

RESULTS

- Consolidation of all information into one reference point
- Ability to disperse updates to all agents and track acknowledgement of materials
- Quick search capability
- Decrease in training and induction time – both new agents and trainers
- Minimise cluttered in agent workspace
- Agents could access consistent and accurate information
- Decrease on the need to disturb colleagues
- Decrease on Good Value Claims (compensation given for incorrect info)

ACTUAL BENEFITS

- Increase in contact volumes of 13% to 1.2 MILLION - handled with no additional agents.
- AHT reduced by 21% (72 sec per call)
- 1st Call Resolution improvement – 91% - 95%
- Time to productivity improved by 2 wks for new agents = \$60,000 saving
- Saved \$70,000 in good value claims
- Staff engagement improved from 46% to 70% - 'Hewitt Engagement' Survey
- Training preparation down from several days to several hours

Toll-Road Operator

BACKGROUND

Communication between employees in large organisations can be a complex procedure. With no well-documented business processes, a large toll operating company was experiencing difficulty dispersing information to all staff in a consistent manner.

Inexperienced employees relied on islands of expertise to solve their call problems, increasing call handling time and slowing down work processes. Training of newly employed staff became reliant on handed down information.

RESULTS

livepro® provided a solution to consolidate all information into a system that was easily and constantly accessible as well as additional features such as usage monitoring. As a result, staff are more confident in handling each call without having to distract colleagues with questions.

ACTUAL BENEFITS

- **Productivity Loss** - Agents with limited experience “interrupt” co-workers for assistance with enquiries inducing a loss in productivity - livepro® found **\$335,000 in efficiency**
- **Call Time Reduction** - Complex processes made simple to document & easy to follow via livepro®’s “scripted How-To” feature. **\$270,000 in efficiency was found** on only 2 identified enquiry processes
- **Case Reduction** – Accurate knowledge delivery and timely updates **increased first call resolution** for enquiries such as adhoc statements or road closure issues
- **Staff Engagement** – Less sick days, happier environment, lower attrition

Household Appliance Manufacturer

RESULTS

- Booking a service call – agents were able to determine whether it was a troubleshooting issue or something that required a technician – management found only 1 in 4 site visits required part replacement
- Customer details and warranty details were readily accessible during a call inquiry
- Agents could easily determine appliance type and easily search for the appropriate spare part to order and arrange payment
- Call handling time was reduced during customers' call requesting troubleshooting, appliance usage instructions or installation assistance

PROJECTED BENEFITS

- Productivity Loss - Agents with limited experience “interrupt” co-workers for assistance with enquiries inducing a loss in productivity - livepro® found \$350,360 pa in efficiency
- Call Time Reduction - Complex processes made simple to document & easy to follow via livepro®'s “scripted How-To” feature. \$101,000 in efficiency was found on only 2 identified enquiry processes
- Increased first call resolution for e.g. product enquiries, product use instructions, warranty claims.... \$252,000 p.a. improvement
- Booking a service call – agents more able to troubleshoot over the phone – management analysis found only 1 in 4 site visits required part replacement - \$1,680,000 direct saving (conservative)