

Case Study

Automated Reporting & Dashboard KPI Visibility Solution

Contact Centre

Customer Profile

- Leading Singaporean Telco
- 2,000 Support Staff
(50 Hotlines; 4 Sites)



Previous
State

The Contact Centre was a complex mix of Helpdesk as well as Customer Care environment, serving 50 Hotlines, spanning multiple products and services in multiple languages, across multiple sites.

There was a huge amount of raw data available in silo systems such as Multi-Media Platforms, CRM, WFM, Billing, and HR Systems, yet only a fraction of this data was being utilised. Basic KPI data was being extracted and processed manually by a team of 15 Business Analysts could barely keep up with the daily reporting requirements.

Operations were struggling with low Service Levels, and high support costs. There was agent burn out, resulting in high attrition and attendance issues. Emerging impact went unnoticed, with manual Excel reporting being insufficient and late. Opportunities to enhance customer service and reduce costs, were regularly missed.

Contact Centre Analyst (CCA) is an award winning visibility solution purpose built for Contact Centres. Developed by experts at My KPI Dashboard, it comes in an off the shelf version, and it is also fully customizable.

The customer selected CCA notably for its umbrella coverage and exception reporting capability. Offering customized Live & Historical Dashboards containing high value information for all tiers of Management, the customer finally had visibility across their entire Operations.

Phase 1	Multi-Channel KPI & Staff Status Dashboards <i>(Real Time by Hotline, by Skill)</i> KPI Summary, Performance & Productivity, WFM Shrinkage & Adherence Dashboards <i>(Historical: 30 mins., Daily, Week to Date, Month to Date, Year to Date; by Hotline, by Skill)</i>
Phase 2	CRM Reason Codes, Repeat Contacts, Case Management & FCR Dashboards <i>(Historical; By Hotline, by Site, by Department, by Product, by Reason Code, by Agent)</i> Attrition & Reason Codes Dashboards <i>(Historical: Daily, Weekly, Monthly)</i>
Phase 3	Balanced Scorecard, NPS, QA, IVR Survey, CSI Dashboards <i>(Historical: Daily, Weekly, Monthly; by Hotline, by Site, by Team, by Agent)</i> CCA Messaging System <i>(direct communication between Dashboard Users with KPI Select)</i>

The Solution





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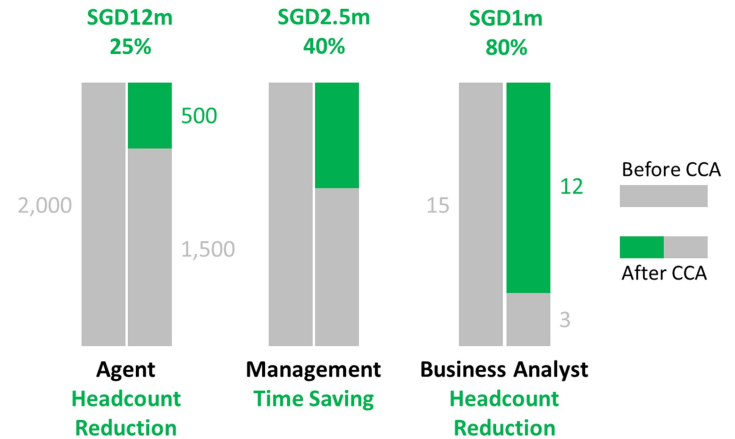
Within a few days of the initial implementation, decisions were already being made to fix long standing service issues and plug major productivity gaps in the Operations. The value was being felt almost immediately.

The CCA solution went on to win the award for the Best Productivity Solution of the Year, by the Contact Centre Association of Singapore in 2017.

Strategic Value

- With Powerful new insights coming through on a Daily Basis, CCA is enabling the customer to enhance their Service Delivery as well enjoy significant Cost Savings
- With visibility to the entire Operations, as well as all Customer activity, side by side, the decision makers are able to optimize their Customer Service Strategy
- It is easy to spot improvement opportunities across the board, including potential for process automation, as well as realise ongoing cost saving opportunities
- With unlimited Users, CCA is the main centralised reporting tool across the entire Contact Centre Operations, allowing all Hotlines to benchmark and align to a set of predefined and consistent KPIs and targets

Total Annual Value (SGD) >15m



Operational Benefits

Management

- Eagle eye visibility, umbrella coverage and CCA's powerful exception reporting, allows managers to quickly identify, and fix critical issues, spending far less time in firefighting meetings and performance reviews
- Self Service access to always updated and accurate info 24x7, has removed the heavy dependency on Business Analysts for information, resulting in much faster decision making
- With all levels of management empowered by new visibility, the bar is constantly rising and the Operations has begun to run itself

Business Analysts/Command Centre/Workforce Planning

- Automation of all of the day to day reporting frees up time to focus on business improvement instead of manual reporting
- Get a clear view of steady state Operational Resource Requirements to meet Customer Demand; utilisation of resources can be maximized across all channels
- Quick and easy way to access / download pre-produced information for further analysis when required



Unlimited Users: VPs, Directors, Managers, Team Leaders, Business Analysts, Command Centre, Workforce Planning, Marketing, Digital Transformation, Quality Assurance, IT

