

# Case Study

# CALL CENTRE OPTIMIZATION — CUSTOMER EXPERIENCE

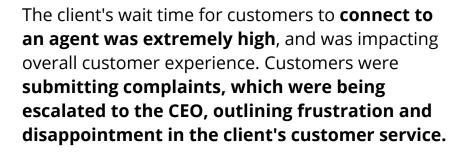
## Company Background

The client is a global asset management and disposition company offering customers end-to-end solutions for buying and selling used heavy equipment, trucks, and other assets. A recent acquisition caused an increase in demand for customer service, which can be seen through the recent surge in call volume into the call centre.

#### AT A GLANCE

Increased demand for customer service led to a subpar customer experience not in line with brand promise. TPG improved customer service experience and realigned client-side process to new customer-centric strategic priorities.

# **PROBLEM**



# **OUR APPROACH**



The TPG Roadmap included 9 workstreams to address 75% of pain points, to be executed within 12 months:

- Operational Analysis Process mapping for entire call centre process to determine efficiencies in process
- Executive Alignment Workshop leadership alignment required as key players had different priorities impacting organizational cohesion
- Queuing Theory Mathematical models to accurately predict queue lengths and waiting time
- HR Alignment Reorganization based on agent utilization rates
- Operational Readiness Future roadmap new organizational chart and consolidation of sites, updated capacity planning tool, creation of standard operating procedures, agent dashboards and scripts, balanced scorecard



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#### Client comments

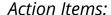
The TPG team was very professional and provided substantial benefits. Never have I seen a project done so efficiently and effectively with such great sustainable results and reasonable costs. I would highly recommend The Poirier Group for performance improvement and transformation engagements.

#### KEY BENEFITS

88%

reduction in wait times, from 9 mins to 1 min

# **RESULTS**



- Integrated chatbot functionality to provide an alternative, self-serve option for customers, alleviating inbound calls into the call center by approximately 294,000 calls annually
- Introduced call-back feature for customers to be placed in a 'virtual queue' rather than waiting on the call to be connected with an agent, decreasing wait times by average 1.32 minutes (plus CSAT)
- Developed a centralized learning platform which allows agents to continuously review and improve skill sets, allowing them to decrease the Average Handled Time by approximately 80 seconds per call — agents are more informed, better and trained and empowered to handle calls quicker

## Key results:

- Stabilized peak times— decreased quarter end run and year end peak (yearly peaks) from 20 mins to 6 mins
- Relieved approximately 71,500 agent hours across various dedicated groups by automating manual tasks and through impactful process improvement changes

