

Navigate Staff through Customer Queries



A CLEVVA Contact Centre Petroleum Business Case Study

The background

A multi-national petroleum company's contact centre offers support to a broad network of retail clients. This help is primarily related to the effective resolution of all technical queries that impact the running of each service station.

To service the wide range of possible queries, specialized teams were set up. The IVR system ensured upfront query categorization so that specific calls were channeled to specific agents.

The agent attempts to diagnose the root cause of the customer query, and then looks to dispatch the relevant contractor in their area to offer onsite support.

Whenever an agent is unable to effectively categorize the query, they simply register the call in the Client Relationship System, and second tier it to a small team of technical specialists.

The challenge

The contact centre faced a number of cost and service quality challenges that needed urgent attention. These included:

The varying call volumes across different query categories resulted in sub-optimal workforce utilisations, with certain specialist teams being idle while other teams were overwhelmed. Given the specialized nature of the calls, agents could not easily be transferred across teams.

It was taking around 6 weeks to formally train new agents, with many agents taking a further 3-6 months to be deemed competent on the floor. This lead time reduced the reaction time of the contact centre to respond to changing customer demands.

Given the technical nature of most calls, up to 80% of calls were being sent to the experts (second tiered). This was largely as a result of the cost implication of dispatching the wrong contractor, based on an incorrect diagnosis of the root cause of the customer query.

The free text call reports varied dramatically in detail and quality, making follow ups and reporting very difficult.

The requirement

The contact centre management team was looking for a solution that would deliver on the following key requirements

- Ability to have multi-skilled teams, capable of handling any call category
- Improvement in client service ratings
- Improvement in first call resolutions
- Reduction in dispatch errors
- Improvement in call reporting
- Reduction in the time it takes to get a new agent performing effectively



The solution

CLEVVA was selected as the solution, and a small team of approved CLEVVA authors worked with the contact centre team to capture all the diagnostic logic that the few experts were applying to resolve all known query types. This required around 12 sessions, by which time the client had been up-skilled on how to author and maintain their logic, and the solution was ready for deployment within the production environment.

The resulting solution was accessed by the agents via an icon placed in their taskbar, and the Navigator was either viewed via a Stay-On-Top window to the right or as a maximised window viewed on an adjacent screen. The logic allowed all agents to diagnose any inbound query, and where possible looked to resolve the issue over the phone. If this was not possible, the logic then identified from a list of 1500 contracting firms the right contractor to dispatch to the relevant service centre, based on the specific issue and the specific location.

The results

1. **First call resolutions improved from 20% to 98%** (the 2% were identified as calls where agents had not used their CLEVVA Navigator)
2. **Training was reduced by 40%**, primarily in the content areas focused on the technical understanding normally required to categorise and resolve technical queries. More of the training focus shifted to compliance-related training and call handling skills.
3. **Agents were capable of handling any query type covered by the Navigator.** This allowed for easier deployment of agents to meet changing call volumes.
4. The CLEVVA summary provided at the end of every call detailing every question asked, every answer given, and every action taken replaced the need for free text summaries. **This meant accurate call reporting that lowered quality assurance risk.** This data was also exported into various reports to analyse call trends.

As a result of these results, phase 2 has begun. This includes the integration of CLEVVA into the SAP CRM. Phase 3 will then look at the deployment of customer self service (via a web portal) leveraging off the same logic.

The benefits

CLEVVA enabled the contact centre team to deliver a consistent, compliant level of service to all customers without the historic risk of varying agent knowledge and experience. No matter who answered the call, the customer would be asked the same questions, offered the same answers, and experienced the same outcomes. And with the future deployment of customer self service, this fundamentally changes the contact centre's ability to deliver a cost-effective service across a growing customer base.

