

Navigate Staff through Customer Queries



A CLEVVA Contact Centre Technology Distributor Case Study

The background

A large national distributor of electronic equipment (laptops, desktops, accessories etc) and software sells largely through a broad network of resellers.

The sheer breadth of the product range, and the technical nature of the products sold, makes servicing these products a challenge.

Technical service queries are fielded by an internal call centre whose agents have to be specialised to answer queries relating to specific product segments i.e. few have the technical knowledge to answer any technical query.

The challenge

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

The time it takes to train call centre agents to be technical specialists. Many agents arrive with limited technical background, and it takes a long time to train them in product categories that change constantly.

The need for specialist teams. The difficulty in predicting call volumes impacts on optimal workforce management, as certain technical calls may spike leaving that specialist team stretched with other teams are under-utilised.

The technical nature of calls results in low rates of first call resolution. This places undue pressure on the few experts operating the second tier support.

The requirement

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

- Improvement in first call resolutions
- Remove the requirement for specialist teams (Allow for the Super Agent)
- Ensure the solution was sustainable (i.e. as data changed, it could be easily updated; and the solution could be maintained by internal resources)
- Reduction in the time it takes to get new agent up and running, and performing
- Reduction in errors and need for quality assurance



The solution

A Navigator was built that would guide any agent through all known inbound calls, ensuring they consistently asked the right diagnostic questions, identified the right resolutions and were then guided through the required actions to close the call in an optimal time.

The results

1. The contact centre **no longer required specialised teams and targeted IVR**. All staff could take any call that came through.
2. **Agents no longer had to worry about what questions to ask, or what answers to give**. They could simply focus on optimising the customer experience.
3. **The Navigator optimised the resolution process, lowering average handling times while also reducing the need to second tier**.
4. **New agents could be up and running within days**, not weeks.
5. **Detailed call reports were provided by the Navigator**, removing the need for agents to type out call reports after the call.

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.

