A telecommunications industry case study

CLEVVA digital co-workers navigate contact centre agents through technical support queries

The contact centre for a Mauritian telecommunications company offers support for a broad range of client support queries, from account queries to technical support requests.

To service the wide range of possible queries, specialised teams were established and the IVR system ensures upfront query categorisation so that calls are channeled to the right agents. The agents try to diagnose the cause of each customer query, and then attempt to apply the relevant procedure guidelines to resolve the query in line with company policy.

Whenever an agent is unable to effectively resolve the query, they second tier the call to a small team of specialists.

The challenge

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

- It took approximately six weeks to formally train new agents, with many agents taking a further three to six months to be deemed competent on the floor.

- This lead time reduced the Contact Centre's reaction time when responding to changing customer demands.

- A sizable percentage of calls was being sent to the experts in the second tier. This was a result of both the complex nature of most calls and the agents' fear of making a mistake, given the fiduciary requirements placed on giving advice.

- Policy and procedure change relatively frequently and agents struggled to keep up.

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

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The requirement

- Create multi-skilled teams, capable of handling any call category

- Increase first-call resolutions

- Improve call reporting

- Improve client service ratings

- Reduce errors

- Reduce the time needed to get new agents performing effectively

AUTOMATE. INTELLIGENTLY.

The solution

A small team of internally trained 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. CLEVVA Digital Co-workers were then built using this logic. The team initially leveraged the detailed documentation available on the knowledge base, but found that much of the implied logic was missing. This was then filled in during workshops with key subject-matter experts within the business.

The resulting solution was accessed by agents via an icon placed in their taskbar, and their CLEVVA Digital Co-worker was either viewed via a Stay-On-Top window or via a maximised window on an adjacent screen.

The logic enabled all agents to diagnose the root cause of any inbound query, and to effectively resolve it while working on the operational CRM system. The CLEVVA Summary Report ID was copied into the CRM Call Report field to provide the call details for the Quality Assurance team.

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The results

First call resolutions dramatically improved, with agents being enabled to resolve all known call queries themselves

Agents were capable of handling any query type covered by the CLEVVA Digital Co-worker. This allowed for easier deployment of agents to meet changing call volumes.

Training was reduced by 40%, primarily in the content areas focused on the policy and procedural details normally required to resolve call queries. More of the training focus shifted to call handling skills, where agents could focus on optimizing the call experience.

The summary provided by the CLEVVA Digital Co-worker 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 is being planned. This includes the deployment of CLEVVA Digital Specialists (leveraging off the same logic) to assist customers in an omnichannel, seamless self-service experience (via a web portal).

The benefits

CLEVVA enables 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 answers the call, the customer will be asked the same questions, be offered the same answers, and experience the same outcomes.

The anticipated deployment of customer self-service fundamentally changes the Contact Centre's ability to deliver a cost-effective service across their growing customer base.

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