



An oil and gas industry case study

CLEVVA digital co-workers navigate contact centre agents through optimal technical query resolutions

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, specialised teams were set up. The IVR system implemented upfront query categorisation so that specific calls were channeled to specific agents. Agents attempt to diagnose the root cause of each customer query, and then aim to dispatch the relevant local contractor to offer onsite support.

Whenever an agent is unable to effectively categorise a query, they register the call in the Client Relationship System, and second tier it to a small team of technical 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.
- reaction time when responding to changing customer demands.
- Given their technical nature, up to 80% of calls were being sent to the experts (second tiered). This was largely because of the cost implication of dispatching the wrong contractor if the root cause of the customer query was incorrectly diagnosed.
- Free-text call reports varied dramatically in detail and quality, making follow ups and reporting very difficult.

This lead time reduced the Contact Centre's

The requirement

- + Create multi-skilled teams, capable of handling any call category
- + Increase first-call resolutions
- + Improve call consistency and quality
- + Improve client service ratings
- Reduce the time taken to get a new agent performing effectively
- Reduce call volumes as a result of improved digital self-service



The solution

The business decided to build a team of CLEVVA digital workers to firstly augment the staff and secondly deliver an improved self-service offering. After an extensive global review, CLEVVA was selected. A small team of Automation Engineers worked with the service team to capture all the rule-based decisioning logic that the few experts were applying to resolve all known query types. 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.

To offer the agents real-time access to a CLEVVA Digital Co-worker, a web front end was deployed. The logic enabled agents to handle any customer call as if they were an expert, with the CLEVVA Digital Co-worker guiding them dynamically to ask the right questions, offer the right answers and take

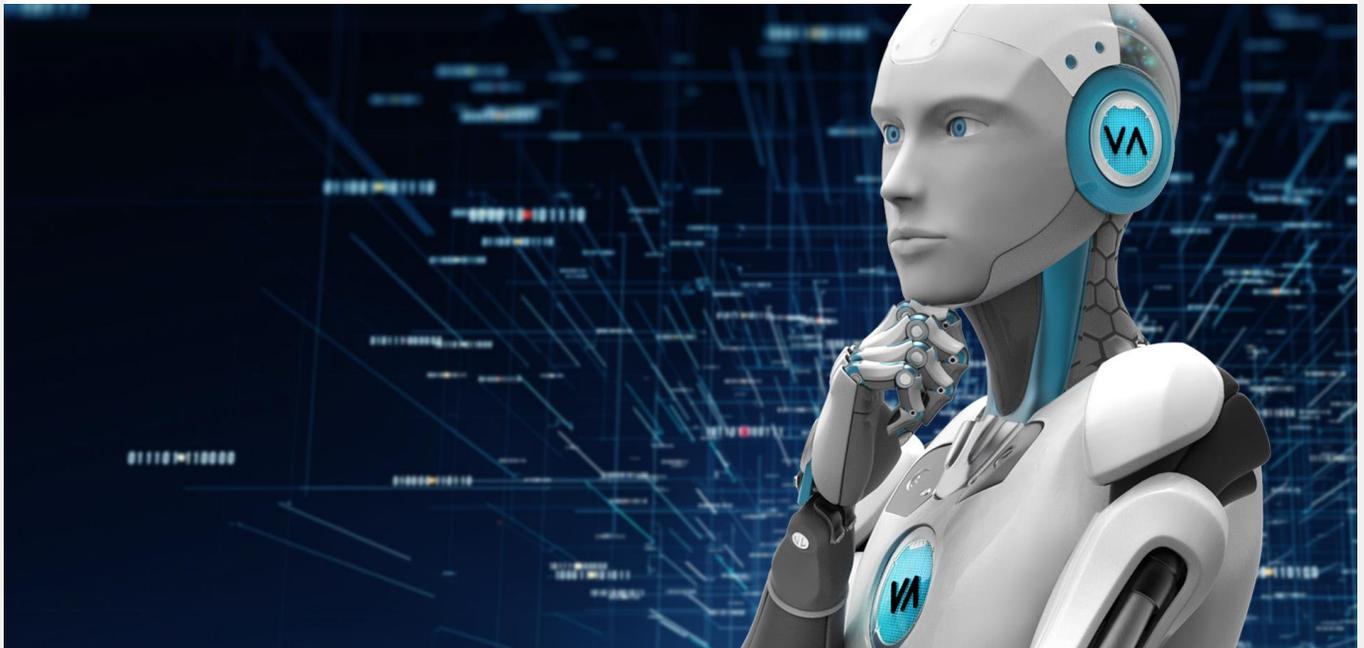
the right actions at the right time, while providing a detailed call report to prove it. If, after diagnosis, the agent was not able to resolve the issue immediately, the logic identified the right contractor from a list of 1 500 contracting firms, based on the specific issue and location.

After three years of successfully supporting staff-assisted channels, CLEVVA Digital Specialists now form part of the Call Centre's digital self-service strategy. This includes CLEVVA Digital Specialists that support the company's web, mobile app and social media channels.

To further improve the customer experience and drive end-to-end process automation, the company has also integrated CLEVVA with SAP.

The results

-  First-call resolutions have increased from 20% to 98% (and the outstanding 2% were identified as calls where agents didn't use their CLEVVA Digital Co-worker)
-  Agents can handle any query type, using their CLEVVA Digital Co-worker. This allows for easier deployment of agents to meet changing call volumes.
-  Training has reduced by 40%, primarily in the content areas that were focused on technical understanding. The focus has shifted to compliance-related training and call-handling skills.
-  The summary provided by the CLEVVA Digital Co-worker at the end of every call details every question asked, every answer given, and every action taken so there is no need for free-text summaries. Accurate call reporting has lowered the Call Centre's quality-assurance risk and data is exported into various reports so that call trends can be analysed.



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 will fundamentally change the Contact Centre's ability to deliver a cost-effective service across a growing customer base. Staff can perform all functions consistently and confidently with less training and support.