Informiam Proactive Business Management

Proactively managing the challenges arising from increased adoption of Voice Search

Paul Peacock
The Good News……

Acceptance and adoption of Voice Search appears to be trending upwards
The Bad News.....

There will be increasing call volumes into contact centers....
The Bad News.....

There will be increasing call volumes into contact centers....

and the reasons for the calls and the call patterns may be unknown.
Consequently…..

*Uncontrolled wait time frustrates customers*

*Wasted agent capacity*

*Missed retention & revenue opportunities*
So what’s a girl (or guy) to do?
Find a solution that will:

- Shows performance
- Captures expectations and highlights surprises
- Explains the surprises
- Enables action
- Learns from experience

And all in REAL-TIME
Current State of Today’s Contact Center

- ACD
- CTI/Call Routing
- IVR
- Workforce Mgmt.
- Spreadsheets
Informiam Proactive Business Management Solves the Challenge Facing Voice Search

Actionable role-based user experience for agents up to the COO

Contact Center Advisor
Workforce Option
Frontline Advisor
Agent Option

Historical Option
IT Systems Advisor
Business Ops. Advisor
Cust. Relations. Advisor

Real-time data consolidation, aggregation and manipulation

Switch & Call Routing Cisco, Aspect, etc.
Genesys Data sources
WFM IEX, Aspect, etc ...
CRM applications
Operational Systems
IVR & Speech application
Multimedia systems

Informiam Product Line
Proactive Business Management Addresses the Supply / Demand Challenge
# Proactive Business Management Addresses the Supply / Demand Challenge

Traffic (Contact Center Advisor)

- **Service Level %**: 86.4%
  - Live: 86.4%
  - Last Change: +2.4%
- **ASA (secs)**: 55 secs
- **Handle Time (secs)**: 455 secs
- **Transfers**: 3.6%
- **SL% Goal**: 80.0%

Resources (Workforce Utilization)

- **Occupancy**: 78.7%
- **Call Center Over/Under**: -4.4%
  - Live: -4.4%
  - Last Change: +1.3%
- **Agents Over/Under**: 2.3%
  - Live: 2.3%
  - Last Change: +0.9%
- **Schedule Adherence**: 94.6%
  - Live: 94.6%
  - Last Change: +1.5%
- **OCC Goal**: 82.5%

Outcomes (CRM advisor)

- **Revenue Per Order**: $89.65
  - Live: $89.65
  - Last Change: +$1.23
- **Orders Per Call**: 0.63
- **Units Per Order**: 2.40
- **RPO Goal**: $85.00
- **Cross Sell Per Order**: 0.33
- **Cust. Goal**: 90.0%
- **Customer Satisfaction**: 92.1%
  - Live: 92.1%
  - Last Change: +2.4%

Service Chain (Business Operations)

- **Customer Satisfaction**: 92.1%
  - Live: 92.1%
  - Last Change: +2.4%
  - **New Accounts**: 36
  - **Complaints**: 5
  - **Account Save Ratio**: 45.8%
  - **Cust. Goal**: 90.0%
Proactive Business Management Model

A framework for proactive management of the customer experience as well as revenue, cost, customer retention and employee retention.

• **Shows performance**
  - Employees at all levels and in all departments see the information they need in order to quickly and completely understand the performance of their business with respect to their business goals

• **Captures expectations and highlight surprises**
  - Emphasize (for the right people) when actual performance does not meet goals and plans across the business in time for meaningful action to be taken

• **Explains the surprises**
  - Determine the cause(s) of anomalies and unplanned events, through investigation, trending and root-cause analysis

• **Enables action**
  - Identify the appropriate corrective action(s) - and take them - before a situation spirals out of control

• **Learns from experience**
  - Drive business improvement with updated operational plans, expectations, and speed to effective action
And what kind of results can you expect?

- **A Fortune 500 Wireless Telecommunications provider**
  - Real-time visibility into all contact centers in the enterprise
  - Problem identification time reduced from 30-45 minutes to less than one (1) minute
  - Reduced call transfers by over 50%, eliminating 40,000 call segments a month and saving over $1M annually per call center
  - $282,784 incremental savings from fewer abandoned calls in year 1 of implementation
  - Exceeded or maintained its goal of 92% availability rate
  - 201% ROI with a payback period of 10 months
  - Annual benefit per call center seat of $75
  - 33% improvement in order fulfillment
The Bottom Line

- Proactive Business Management changes the way enterprises run their operations

- Reduces cost and increase quality more than via any other approach
  - Provides timely, targeted, role-based information so that information is managed quicker, thereby reducing the cost of the transaction.
  - Addresses problems when they occur and maximizes the quality by ensuring issues are solved before they impact customer satisfaction.
  - Integration across existing contact center infrastructure allows you to drive a consistent customer experience that improves customer satisfaction, retention and revenue in a more efficient cost effective model.