



QPC MIG benefits and applications - better management information for organisations with many sites and different contact routing systems

For organisations with complex contact handling estates including network IVR / routing, many sites, ACDs, contact routing frameworks and outsource partners, getting data and reporting that gives a holistic view, allows successful comparison enables advanced analytics and provides good systems integration is very challenging.

Larger contact handling enterprises typically have contact routing infrastructures comprised of many IVRs, ACDs (and ACD types) as well as contact routing frameworks, such as Cisco ICM and Genesys. This technology is often split over many sites, countries and may even involve outsource partners. However, because each of these systems will normally only provide management information in respect to the contacts handled by it, this typically presents a number of problems when trying to provide management information for an entire enterprise:

- Accurate and consistent reporting – although keys statistics are reported by most ACDs and contact routing frameworks, how these quantities are calculated often differs between manufacturers. For example, some contact routing platforms may not include ‘consult’ time within a call ‘handle time’ calculation. Also, some manufacturers may count the number of calls that start within a period as ‘contact offered’. Whereas, others may count the numbers of calls that end within a period as the same. As a consequence, if different contact routing technologies are used, trying to provide management information that enables business units, and even outsource organisations, to be compared is very difficult, time consuming and expensive.
- Accurate data for workforce management systems – ACDs and contact routing frameworks have ‘integrations’ that enable them to pass crucial call and agent data to workforce management applications. But, the suitability of the data provided (the ‘contacts offered’ and ‘handle time’ issues detailed above for example) by these integrations varies according to both the routing platform used and how contacts are routed within the contact handling estate. Typical business problems caused by poor integrations include low service level attainment, overstaffing and low agent occupancy which means that customers experience long wait times and staff costs are higher than they need to be.
- Reporting that enables transfers to be reduced - Call transfers create unnecessary work as well as customer frustration. However, identifying the causes of these transfers can be difficult within complex environments because data about selections made in the routing IVR (often hosted at the network level) dialled number, previous transfers, skill groups, call length and handling agents can’t be reported in a joined up way.
- Reporting that allows repeat calls to be reduced and first call resolution to be improved - Customers contacting organisations on several occasions, because their enquiry has not been resolved first time, also creates unnecessary additional work for contact centres and customer dissatisfaction. Despite this, quantifying the scale of repeat caller problems, and finding out what is causing these repeat calls so that the root causes can be eradicated, can be difficult to do unless information on



which customers called, when these events happened and their journey is readily available.

The solution

The QPC MIG can connect to, and collect information from, most systems (including ACDs, IVRs and contact routing frameworks) within an enterprise's contact routing estate, irrespective of their physical locations, and even those within outsource partners. Also, because the QPC MIG uses events and creates a well structured and normalised resource of these, reporting and integration is not only consistent but can also be configured to meet a business's exact needs.

The QPC MIG, with the QPC Reveal Analytics 'Call Transfer' application, will capture and report all of the information necessary to understand every calling customer's journey, including dialled number, selections made in the routing IVR, call queues entered, call lengths, handling agent identity, agent skills and transfers made. This reporting solution can work across disparate geographical environments with network based routing as well as many ACD / contact routing framework types to help identify the cause of call transfers.

The QPC MIG, with the QPC Reveal Analytics 'Repeat Contact' application, will collect and display all of the information necessary to understand which customers called, when these calls occurred and additional journey information such as dialled number, selections made in the routing IVR, call queues entered, call lengths, handling agent identity, agent skills and transfers made. With this application contact centres can see how many customers made contact several times within a short period (typically 1 or 2 days) to establish the scale of a repeat contact problem and continually monitor metrics related to first call resolution.

With QPC Reveal analysts can discover if specific contact types or even agents are more likely to create repeat callers. Additionally, if a contact centre's quality monitoring solution is integrated with the QPC MIG, unique call identifiers can be stored in the meta data associated with recorded calls so that businesses can review repeat calls to find out why these were made. Alternatively, organisations may also use calling customer identity information reported by the QPC Reveal application to enable interviews and surveys to be carried out with customers, who have had to call several times, to establish the reason for this.

Return on investment

For large organisations that are disparate in technology and geography terms the QPC MIG dramatically reduces the number of personnel needed to create meaningful reports. Additionally, the increase in accuracy, offered by using the QPC MIG as a data source, may also offer an ROI.

For workforce management systems integration the advantage that the QPC MIG has, in comparison to other integration methods, lies in its ability to increase the effectiveness of resource planning. Typically it will improve service level attainment and reduce the resource costs necessary to achieve this. In a sales centre, having the right number of agents to handle calls may also boost sales by reducing abandonment and increasing the number of sales opportunities available.

The QPC MIG, with the QPC Reveal Analytics call transfer application enables organisations to find and remove many of the causes of transfers, including dialled number / routing errors, poor IVR scripting / routing design, bad agent behaviours and agent skill gaps. A ROI for this application will be achieved through the removal of unnecessary work (handle time before transfer) and reducing customer



frustration (improving customer satisfaction) caused by being transferred.

The QPC MIG, with the QPC Reveal Analytics 'Repeat Contact' application, allows businesses to establish the reason for repeat contact and make business changes such as process improvements to deliveries, changes to wording in customers communications and improving agent skills to reduce repeat calls. A ROI for this application is achieved by cutting unnecessary work (handle time of repeat calls) and reducing customer frustration (improving customer satisfaction) caused by having to call on several occasions to resolve an issue.

'A business unit within a financial services client taking 1.47 mil calls P.A. found that 35% of calls were transferred out and 12% in, removing unnecessary transfers out offered the potential to save £166,000 P.A in staff costs'

'A leading media and telecoms provider found that it was generating around 145,000 repeat calls a month, they targeted removing 10% of these with an estimated operating cost saving of £540,000 P.A.'

'Call count and handle time data accuracy tests have shown that the difference between what a WFM system requires and what it is given by some contact routing platform can be over 32% and 28% respectively in some interval'

'QPC estimates that using the QPC MIG for integrating workforce management with ACDs and contact routing frameworks typically enables an additional 5% improvement in adherence to service level or a 2% reduction in resource costs'

'One mobile phone provider estimated that better data would enable it to release 50% of its analyst staff (20 FTE) to work on additional projects by halving the time needed to produce its standard contact handling report set'

QPC - customer service transformation

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