



QPC MIG benefits and applications - multi-tenanted data, better reporting and added value services for hosted telecoms providers

To benefit from economies of scale hosted providers want to partition contact routing infrastructures. But, client concerns over the security of management information on shared infrastructures may prevent this. Additionally, the scope of data, reporting, and added value services like network based call recording and workforce management, available to clients may be limited by hosting as well.

Obtaining a contact management system and IVR as a 'hosted' solution (i.e. where equipment is owned and managed by a service provider but leased to a client) is becoming increasingly popular as organisations wish to benefit from greater business agility (the ability to reduce or increase contact handling capacity easily) reduced capital expenditure, fast deployment, greater reliability and easier maintenance.

For service providers to benefit from economies of scale it is preferable for them to partition a single contact routing infrastructure rather than provide separate equipment for each client. However, many clients have strict rules in regard to the security of the data used to provide management information for them. These businesses often require that any information that relates to their organisation be handled and stored in a 'secure' way, often on a server and database that is separated physically (or at an operating system partition level) from that of other clients.

Many hosted service providers also want to provide 'additional value' services such as network based call recording and workforce management for their clients but are prevented from doing so cost effectively, under certain circumstances. Frequently the problem encountered is that agent related data (such as which agents handled which calls, how many calls have been handled by individuals and real-time agent work states) cannot be passed back up to the network level where it is preferable for equipment, providing hosted services, to be located. This problem is common when clients want to retain control over contacts at the site level (e.g. they have their own ACD on site) but want some hosted services (for example intelligent site routing and IVR).

Finally, where the hosted service provider is supplying infrastructure that encompasses many sites, and potentially legacy systems owned by their client, the scope and accuracy of the data they can provide for management information can be severely impaired creating problems in regard to:

- 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 unless 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 are 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 if information on which customers called, when these events happened and their journey is not readily available.

The solution

The QPC MIG can be configured in a number of ways to ensure that all client data from a shared hosted contact management platform is kept ‘secure’. Options to provide this security include:

- Providing data Collection and Distribution services that are exclusive to a single client
- Running data Collection and Distribution services on servers (or operating system level partitions of servers) that are exclusive to a single client
- Providing a database that is exclusive to a single client
- Providing a database on servers (or operating system level partitions of servers) that are exclusive to a single client

Using the QPC MIG the data necessary for hosted added value services, such as call recording and workforce management, can easily be returned to a network location. An increase in the scope of services that a hosted provider can offer not only increases potential revenue for the provider but also gives clients access to solutions using their preferred ‘hosted’ deployment method.

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 businesses 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

Using the QPC MIG, hosted service providers can benefit by reducing the quantity of separate contact handling technology platforms needed to serve clients, whilst, meeting the data security requirements of their clients in regard to management information. Using less contact handling platforms typically has the benefit of reducing licensing costs as well as cutting service and maintenance overheads needed to maintain systems. The QPC MIG can also help hosted service providers to extend their proposition to include added value services such as call recording and workforce management.

If a hosted service provider is providing services for a client that is 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 and removing the need for manual intervention, may also offer an ROI.

The QPC MIG, with the QPC Reveal call transfer view application, enables hosted service providers to offer an advanced analytical system 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. Such an application enables the hosted service provider to differentiate their proposition from their competitors and offers their clients a clear ROI 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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