



# Insight and collaboration transform service

Discover how a focus on the customer helped support teams open new approaches to call analysis, forecasting and MI that manage volatile demand and raise satisfaction.

## Results

Customer focus and employee engagement scores 21% and 16% above benchmark for high performing organisations

Customer Satisfaction Index up from 93% to 96%

Second place in Top 50 Awards 2010, on first year of participation

Inbound call volume down 8% versus forecast

AHT down by 60 seconds

Proportion of calls logged up from 77% to 93%

## Site Visit Agenda, Wednesday 4th July, 10am – 3:45pm

10am – 10:15am	Arrivals and Welcome – Tea and Coffee
10:15am – 11am	Project overview focussing on key results and the background and catalyst for this Innovation
11am – 11:15am	Brief site tour
11.15am – 12:45pm	Breakout groups rotating through each of the session:- 1 – Listening to calls and see how agents handle calls. 2 – Meet the Team Leaders and Team Coaches and discuss how they manage quality through the Trinity Model. 3 - Time with the compliance MI and Communication manager and Forecasting and Resource Planning Specialist around Shock Proof Forecasting.
12:45pm – 1:30pm	Networking Lunch
1:30pm – 2:15pm	Discussion group – your chance to discuss the case study with those who implemented the ideas and discuss how you could introduce similar ideas in your organisation.
2.15pm – 3.30pm	Networking discussion – open round table discussion around current thoughts and challenges.
3:30pm – 3:45pm	Final Q&A plus next steps

## Summary

Immense cultural transformation put the integrated support team in the spotlight. Quality scores are combined with new call logging data to steer both performance and process changes. Inbound calls are down 8% vs forecast, handling time is down 60 seconds and FCR is up to 89%. This data also deepens forecasting insight, reducing the chance of operational ‘shocks’ arising from demand volatility. Data is used to empower advisors and the close link between communications and MI has helped create many new ways of presenting information, using the Forum’s MI Maturity Model to improve all four dimensions. Customer focus and employee engagement scores are 21% and 16% above benchmark for high performing organisations.