

Streamlining contact centre operations while improving customer satisfaction



The Client

A deposit-taking housing finance company, providing access to affordable housing finance to lower and middle-income groups in the semi-urban and rural parts of India.



Addressing the need

Boosting customer satisfaction, as their queries are addressed faster, functional silos are eliminated and an overall reduction in costs for a sustained business impact and a promise of continuous improvement.

Writer information's solution

End-to-end contact centre facility, complemented with a technology-driven state-of-the-art, defect-free measurement system, for proactive decision-making, and all-embracing data management practices through data-driven analytics and precise reporting patterns.



Impact On Business

With a cost-effective model, the Writer team was able to manage the CSAT from the inception month and was able to meet the set SLAs.



| BUSINESS CHALLENGE



One of the leading life insurance companies needed to optimise its customer service operations, with a blend of Inbound and Outbound facilities, catering to PAN India Customers for Life Insurance. The client had a requirement of executives to access multiple online CRM for resolving queries, attending to requests. The client also wanted multi-linguistic calling support from a centralised location, which will make the model cost-effective. Other specific requirements included:

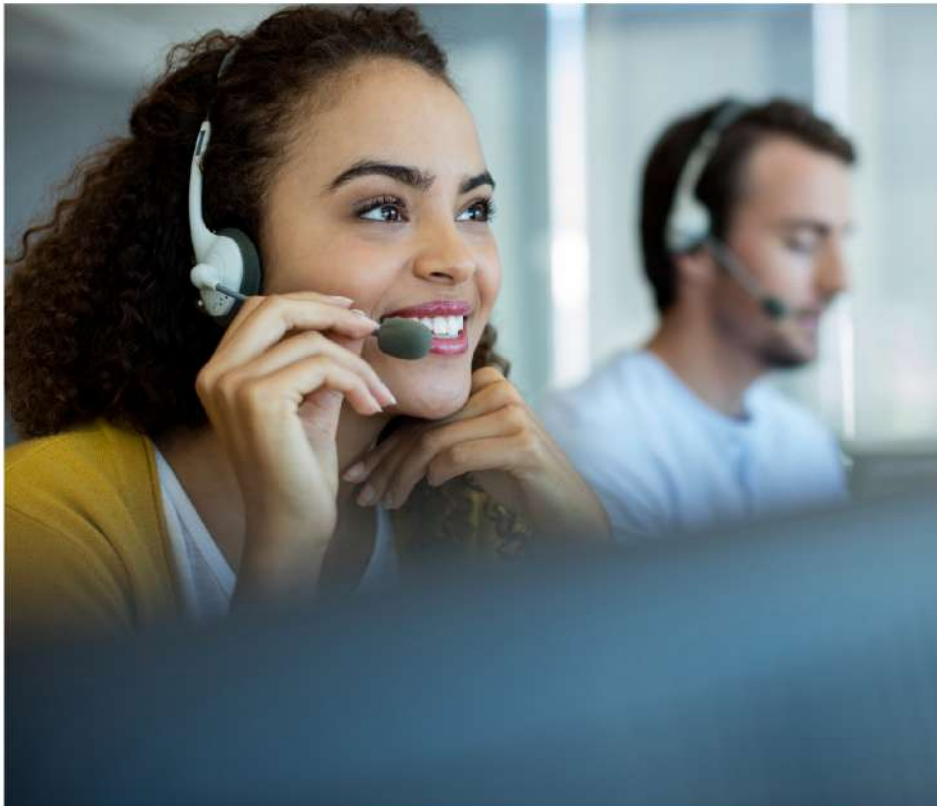
- Multi-Level IVR – Development and Recording
- ACD and Dialer
- Skill Based IVR Call Routing
- Live reports
- Dedicated Domain

We at Writer Information faced the challenge to integrate processes and then set up a best-in-class system for measurement in order to facilitate the customer service KPIs, bring down manual intervention as much as possible, and augment the service environment that can lead to lower operating costs. We had to boost customer experience and improve the loyalty by synchronising servicing across multiple channels along with other customer touch points through sustained reporting, analytics, and data management solutions.

WRITER INFORMATION'S APPROACH

True optimisation of the contact centre can only be achieved by complementing the technological prowess with a measurement system that's defect-free, proactive decision-making, which is aided by data-driven analytics, and lastly end-to-end visibility of the entire customer journey, with the help of extensive data management practices.

The solution included comprehensive reporting, for voice as well as non-voice contact centre processes and to drive business impact projects. A reporting team provided a dedicated MIS support for timely delivery and an accurate reporting on KPIs and business metrics across the processes.



Prior to shifting services to Writer, the client's per seat cost was high. But when we took over, along with an improved set of services, dialer application, voice blasters, multi-linguistic calling support, skill-based call routing, we offered a cost-effective price with a state-of-the-art facility, along with a dedicated domain.

The call center services that were executed from our end, also included:

- Monitoring from on site and off site, including ACD monitoring
- Live barging
- Recording of calls, report access etc.
- Online application of client being accessed from the Call Center set on real time basis
- Customers to be updated on real time

IMPACT

With a cost-effective model, we were able to manage the CSAT from the inception month.



Offered Calls	6417	12460
Answered Calls	6262	12024
Actual Aban.	156	394
Actual Aban%	2%	3%
Short Calls	0	51
Short Call %	0%	0%
Aban. Calls = Actual Aban + Short Calls	156	426
Service Level	98%	97%
Average Hold (In Seconds)		67
AVG ACW	8%	7%
ATT (In Seconds)	391	336

It was also possible for us to meet the set SLAs.

We could deliver on our promises through:

- Multi language IVR
- Multi-level IVR
- IVR Recording by Voice Artists in multi-language
- Skill Based Call Routing
- Multi language Support from centralised locations
- Dedicated Domain and access to Contact Center from remote locations
- ACD – Live monitoring
- Dialer applications
- Voice blasters
- SMS Blasts
- Live Reports – ACD Based