

The Challenge

The banking arm of one of Australia's major bank assurance businesses needed assistance to improve its call centre performance. Some of the key services were outsourced to a contact centre provider adding complexity to the situation. They needed to:

- Improve service levels
- Improve customer service and satisfaction, and
- Improve lead utilisation and sales conversion rates.

Key Points

- Detailed operational diagnostic
- Comprehensive front and back office process redesign
- Design of a new coaching and performance management process and system
- Team leader training

Our Solution

We conducted a detailed review of the interactions between customers and the bank and the operational processes of the contact centre including a detailed analysis of contact types and outcomes. We were also able to identify root causes of the breakdowns in service levels and increasing contact costs.

Through team leader training and process redesign we implemented changes to the operations workforce management, call flows, and the team leader coaching and performance management processes. In addition, numerous business process changes were made to both contact centre and back office processes to reduce rework levels.

The Results

A 20% increase in call volumes driven by business growth were accommodated without increasing staff levels or adversely affecting service levels.

Tangible improvements in customer satisfaction levels of high value distributors and customers were attained as a result of the implemented initiatives.