

The Challenge

The Bank's stated strategy is to be the service leader in Financial Services. The Consumer Finance business unit of the Bank had experienced dramatic growth in recent times. Call volumes and service costs were continuing to rise whilst stakeholders were putting pressure on the contact centre's management team to contain the rising costs.

However they could not do it on their own. The team recognised that there was limited collaboration between the contact centre that handled the bulk of customer contacts and the other areas of the business that drove the need for these contacts

Key Points

- Rapid business growth putting pressure on contact centre service
- Pressure to reduce cost per account serviced
- Implemented Skyline and drove collaboration between contact centre and other parts of the business
- Significant reduction in contacts per account

Our Solution

Over a three month period we worked with the Contact Centre and Consumer Finance business unit to establish the Skyline Contact Management process using our contact observer tool and the Skyline methodology.

This enabled the contact centre to capture the "voice of the customer" on each call and call reasons are owned by stakeholders across the business units.

The detailed contact analysis process also identified a range of quick win projects that were designed to reduce repeat calls and reduce multiple customer hand-offs.

The Results

A systematic process is now established that tracks and reduces unnecessary contacts. The process has been so successful that the Bank has rolled it out to its other key contact centres and business units.

It is now a part of the way the Bank does business.