

The Challenge

This authority faced continuous growth in demand for its licensing and registration services. Both the network of branch service centres and call centres were under pressure to improve the customer experience, reduce costs and still handle this increased traffic.

Key Points

- Out of the box analysis techniques used in branches and call centre
- Rapid diagnosis of how to improve the customer experience and make massive cost savings
- "The best presentation I have ever seen on customer service": The CEO
- The client has since asked Limebridge to work on four further assignments

Our Solution

Limebridge Australia applied its Contact Analysis methodology to get to the heart of the drivers of demand and analyse how the operations could be improved in a rapid diagnosis over six weeks.

Samples of interactions were observed and analysed in the call centre and face to face channels using our unique Contact Observation tool and Value-irritant matrix...

We also assessed the operations using our PRISM diagnostic process to identify alternative operating models. The "demand analysis" showed how to drive out unnecessary contacts, reduce contacts customers didn't want to have and looked at potential for greater use of self service.

The supply side analysis identified the issues that the current skill and organisation model were causing in the call centre. It also showed the inconsistencies and inefficiencies in the current processes across the business.

The Results

The analysis showed that over 30% of contacts were avoidable and that there was potential for a further 40% to be migrated to self service. It showed that many of the contacts were sources of great customer frustration.

The work identified quick wins to remove inconsistencies between branches and call centre. It showed that a radical change to the call centre operating model could deliver a 25% reduction in cost.

The organisation decided to move quickly on the changes and asked Limebridge Australia to conduct similar analysis in two other parts of the operation.