

The Challenge

This organisation had operations in several states each of which operated a different model and used routing and IVR technology differently. They wanted to understand how they could gain benefits from a single standardised model and to re-think the customer experience from the first point of interaction.

They also asked us to review the possible improvements to their IVR.

Key Points

- Three different assessment mechanisms used
- Rapid diagnosis of how to improve the customer experience and make massive cost savings
- “You have shown us how far we had drifted apart and the potential we could unlock”:
Project sponsor

Our Solution

Limebridge Australia applied its Contact Analysis, PRISM Operating Model design and IVR usability design methodologies in a rapid diagnosis over six weeks.

We reviewed a contact sample to look at the complexity of processes and observed the operations in each major centre. We showed the issues, faults and complexity of current IVRs and routing and demonstrated the impact on the customer experience.

The analysis also demonstrated how inconsistent the experience was across the different operations and the amount of wasted customer and business effort...

The Results

The analysis showed that many layers of the IVR and routing were unnecessary. It proved that a revised model could deliver over 20% efficiency gains and that over 20% of contacts could be eliminated with improvements in processes across the business.

It helped the organisation build the case for a migration to a standard model and to revisit its organisation and navigation structure at the same time. The study helped the organisation understand the extent to which the navigation for the customer was a function of the operating model design rather than the IVR design.