

The following are OpsTel Services USE CASES depicting approaches and tools that solve real problems while reducing cost, retaining customers, improving customer experience and driving sales.

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One of our USE CASES addresses the process of getting agents into position fast to help solve service level issues. In turn, when we address service level issues - we are also addressing a host of short and long-term business impacts that include but are not limited to:

- **Business Retention**
- **New Sales**
- **Customer Churn**
- **Cost**

All too often we see businesses/organizations viewing the call center as a cost to do business when in reality, the service level provided can dramatically impact the overarching performance of an organization in the market. After all, the #1 area most customers have a personal touch within an entity is the call center. That is your businesses/organizations interface to the world outside of the digital experience.

Let's look at some stats:

**"U.S. Companies lose more than \$62 billion dollars annually, due to poor customer service" -
New Voice Media**

**"It is anywhere from 5 to 25 times more expensive to acquire a new customer, than it is to
keep a current one" - Harvard Business Review**

**"Increasing customer retention rates by 5% increases profits anywhere from 25% to 95%" -
Bain & Company**

So, what can we do to drive customer satisfaction (CSAT), increase sales, lower churn and reduce cost?

We can leverage AI, chat, routing, skills, etc. as some core basics with the knowledge that these approaches sometime leave gaps in response capabilities that impact service levels.

What we can also do is leverage tools that ensure that the right agents can get into position fast, efficiently and effectively when there is a BCP event, burst in traffic due to a campaign, or some other type of requirement such as a security breach, bad weather and you're an airline, product returns during the holidays, etc. There are numerous events that cause spikes in a customer service center.

Hidden Area

Let's now talk about a *Hidden Area of the Contact Center* that is often ignored with basic methodologies and technologies being leveraged to support that are expensive, low performing and just don't get the job done - temporary agent reskilling.

Temporary agent reskilling provides contact center operations administrators the ability to move around or insert defined/stranded/emergency agent capacity in the contact center within a specific time period to solve service level requirements.

Today, the majority of platforms on the market have pseudo or low performing capabilities for temporary agent reskilling that evoke considerable labor and time - which hinders the business/organization from being able to get agents into position fast while eliciting a high cost. All too often, the activity required for temporary agent reskilling does not get complete until after there is a negative impact that drives customer behavior in the wrong direction resulting in a degraded CSAT, lost sales and customer churn. Then there is the additional labor and time required to move the agents back into their steady state while trying to avoid additional analysis, errors and rework. As you can see, the legacy platforms and methodologies become very expensive and time consuming on a lot of different fronts; i.e. high cost of ownership

Thus, what is the solution? We AUTOMATE!

We insert a platform agnostic toolset/enhancement like [OpsTel SPEED™](#) that accommodates both BCP and day-to-day temporary agent reskilling requirements. The toolset and approach leverages market leading features, like our one of a kind unique scheduling capabilities with skills matrix, that ensures that the business/organization can insert the right agents into position fast with a 50% to 85% reduction in labor and time on average.

Accelerate and ensure accurate temporary agent profile configuration changes that can be scheduled to rollback to the original configuration automatically.



This approach in turn drives the results we want, which is to:

- 1. Increase the service level resulting in a higher CSAT**
- 2. Enable sales**
- 3. Lower customer churn**
- 4. Lower cost of ownership**
- 5. Better utilize existing staff**
- 6. Help ensure quality business continuity**

As you move forward with your future strategy to handle BCP events and day-to-day contact center operations, we hope that this USE CASE provides some insight into a hidden area for performance improvement in the contact center - Automated Temporary Agent Reskilling.

Please visit us at [OpsTel SPEED™](#) to learn more, feel free to call and we love providing demos!

Respectfully,

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