

Telecom Customer Care Center

PRODUCTIVITY GAINS NET CLIENT \$18 MILLION IN ANNUAL SAVINGS FOR INITIAL 4 MONTH PROJECT

CLIENT

The client is a national US provider of wireless voice, messaging, and data services, with over 30,000 employees.

CLIENT CHALLENGE

The client's Customer Care environment was a mix of Windows and Web applications, some hosted on users' desktops, and others streamed to desktops via Citrix. Customer Service Representatives (CSRs) operated under time and task pressures to toggle between multiple application windows to execute tasks and look up information on things like customer handsets and troubleshooting. Simple information like account numbers and customer information was either manually entered or copied and pasted between numerous fields. There was no automation for compliance issues, such as following mandated procedures or communicating regulatory information. One critical CSR pain point was returning to and updating the master Memo window for each call.

SOLUTION

The OpenSpan Platform was chosen to integrate and automate legacy applications hosted on corporate desktops and in the client's Citrix environment. Some of the details are described below.

Rapidly integrate applications without modification to source code. As is common in many enterprise environments, the client's application set included a number of legacy applications for which no API was available. Additionally, the client did not want to undertake any projects that would require major upgrades or re-writing of application code. In a very short period of time, OpenSpan was able to integrate a wide range of disparate applications, including Windows, Web and PowerBuilder applications without requiring access to or modification of the applications' source code.

Automate critical CSR tasks. OpenSpan's solution helped in several important areas.

- ⚡ **CSR Tool Bar.** An OpenSpan-enabled tool bar now automatically displays whenever a legacy customer service application is started. As new customer calls are processed, account fields are automatically populated with data from the core CSR applications. Additional functionality is also presented to CSRs including warranty lookup details, technical reference information, case memo notes and access to customer payments data.
- ⚡ **Automatic data synchronization between applications.** This eliminated almost a dozen points of possible error between different CSR tasks. A very important part was copying and carrying forward critical customer case notes information.

KEY RESULTS

- ❖ **Reduced Average Handling Time (AHT).** Based on the number of seats deployed, the client estimated that each second, based on CSR salaries, benefits, and call center G & A costs, saved the company \$2 million annually. The OpenSpan implementation saved approximately 9 seconds AHT per call, which aggregates to \$18 million per year.
- ❖ **Short implementation cycle.** Implementation was done in four months, and the client began realizing ROI immediately after. Initial rollout was to 1,500 desktops, then up to 5,000, and finally to approximately 14,000.
- ❖ **Minimized CSR Re-training Requirements.** CSRs quickly grasped use of the tool bar, functions, and automations. There were no new procedures, work-arounds, or disruptions. Efficiency benefited.
- ❖ **Improved adherence to key compliance mandates.** New, automatic check-box lists, copy-forward features, and other prompts ensure that a CSR receives relevant and timely information that can be asked for or presented to the customer at the appropriate stage of the desired call flow.

SUMMARY

The client environment included legacy desktop and server-side applications, and needed increased efficiency for Customer Service Representatives by merging parts of the architecture. OpenSpan's technology delivered a fast set of fixes in a short time that translated into faster call handling time, better compliance, low impact on CSR training, and can be a basis for further iterations for even more ROI.

GET MORE INFORMATION

OpenSpan initial projects alone can deliver huge productivity improvements and significant cost savings; subsequent projects rapidly pay for themselves. Browse other OpenSpan case studies, white papers and online demonstrations by visiting www.openspan.com.



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