CASE STUDY

CLEARVIEW | **CUSTOMER**

Problem

The process for this client to ensure their customers' needs were being handled by the best available agent was manual and tedious. Implementing changes in skill level for each agent gave supervisors a constant headache. It wasn't as holistic or accurate as they needed it to be.

Solution

Clearview was the solution. It is a comprehensive performance management tool that aggregates data in real-time on intuitive dashboards and wallboards. Using strategic business rules and robust APIs, Clearview enables businesses to have automated skills-based routing.

Results

Clearview makes it possible for this client to ensure holistic and accurate automated skills-based routing based on the performance of their agents across all aspects of their work. As a result, the client experienced a 10% increase in order conversion rate.

Ensuring Customer Service Excellence

The client provides customer acquisition and cross-sell solutions for the subscription services industry. They connect consumers with trusted brands to make the process of buying subscription home services easier.

The client has four contact centers, three of which are run by BPOs. They are located in the United States, India, Dominican Republic and Belize. During peak season, the client employs 500 agents and has up to 300,000 calls per month. In the off-season, they typically have 300 agents.

Part of guaranteeing an excellent customer interaction relies on ensuring customers' needs are handled by the best available agent. This is done through skills-based routing, which is a strategy call centers use to assign calls to the best agent rather than the agent who has been waiting for a call the longest.

It was a manual process for the client to calculate who its best agents were and adjust the skill level of each agent within its ACD. Implementing the changes in skill level for each agent over and over again gave supervisors a constant headache.
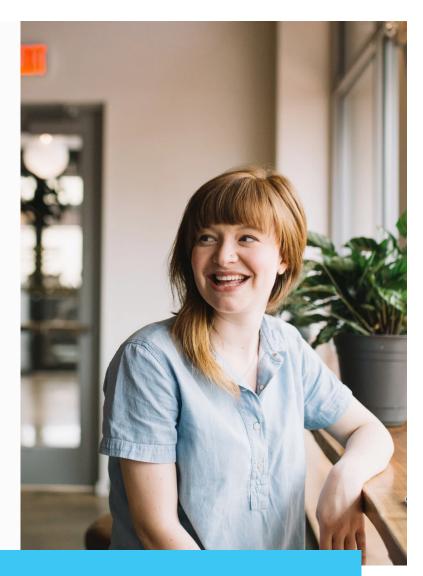
Simplifying Processes

The client knew that they needed a better process to ensure their customers were being handled by the best possible agents. However, doing it on a daily, weekly or monthly basis wasn't going to cut it. They needed that type of data automatically in real-time.

Clearview was the solution. The client started using Clearview as a performance management tool to view all their disparate data in one place. The tool allowed their agents, managers, and executives to view data (based on their roles) in real-time on intuitive, customizable dashboards.

Once they realized the power behind aggregating their data, building the calculations to ensure automated proficiency-based routing became simple.

Using strategic business rules and robust API's, Clearview was able to push the newly calculated stack rankings into the client's phone system and make those changes automatically.

> "Automated skills-based routing through Clearview saves us valuable time on a personnel level. Clearview also ensures this task is done accurately and holistically, based on the performance of our agents across all aspects of their work."
>
> — VP Call Center Ops

Creating Happy Employees and Customers

In the call center world, time is money! Since the client was able to hand-off the burden of proficiency-based routing to Clearview, they have been able to save valuable time by eliminating manual, tedious processes.

The best part is that proficiency-based routing provided by Clearview is done accurately and holistically based on the performance of the client's agents across all aspects of their work.

Since Clearview ensured the client's customers were being assigned to the best possible agents, they have seen a 10% increase in order conversion rate.

Their customers are happier because they are being handed off to the best possible agent, and their agents are happier because they are handling calls based on their skill level.