

CASE STUDY

 | CUSTOMER



Problem



The customer handled its contact center reporting through Excel spreadsheets. The contact center's supervisors had to spend their valuable time aggregating reports, rather than coaching and developing team members.

Solution



Clearview was the solution. It aggregates all data from disparate systems onto a single platform and uses dynamic gamification rules to drive top-notch performance from contact center agents.

Results



The customer's contact center has been able to drive change in agent behavior, while maintaining an excellent customer experience. The contact center has seen a **40% reduction in average-handle-time** and a **68% reduction in after-call-work**.

Empowering Contact Center Agents

The customer is a national leader in direct lending. It provides customers with affordable, short-term, small dollar credit solutions. It offers Payday Advances, In-Store Cash Advances, Online Payday Loans, Title Loans, Title Pawns, Check Cashing, walk-in Bill Pay, and reloadable prepaid U.S. Money Cards in centers nationwide.

Before implementing Clearview, the customer handled its contact center reporting similar to most companies in the industry: through excel spreadsheets. Information within a contact center is very decentralized in nature, each system holding specific data regarding the customer experience. Executives, supervisors, agents, and personnel from other departments rely heavily on this information. This results in contact center supervisors spending a large portion of their time aggregating reports and getting information into the right hands.

The customer recognized that supervisors should be spending their valuable time coaching and developing employees to drive performance, not manually aggregating reports. The customer decided to implement Clearview, a solution that aggregates all data from disparate systems onto a single platform for consistent, customizable reports. Clearview delivers real-time data through user-friendly dashboards and wallboards. It provides holistic visibility from the executive to agent level.

Maintaining Excellence

The customer realized their biggest opportunity for improvement was ACW time. Their agents were spending unnecessary time in this status after finishing a customer interaction.

They decided to deploy Clearview's role-based dashboards and gamification with the intention to improve performance and increase engagement across the contact center. Gamification rules were built to incentivize agents to not waste time in unproductive states.

The customer succeeded. According to the Telephony Engineer, "Agents are excited to see their data in a real-time environment. We've seen our agents more engaged and improving based on their metrics."



The customer has seen a 40% reduction in average-handle-time and a 68% reduction in after-call-work.

Measuring in Real-Time to Succeed

By giving every employee real-time feedback on performance, the customer has been able to create visibility across the contact center. Not only are agents improving, but leaders at the contact center are able to focus on tasks that drive that improvement. The telephony engineer said, "Thanks to Clearview, our team-leads are driving change while maintaining an excellent customer experience. Pulling, scheduling, and sending reports is easier than ever. Having this centralized location enables us to spend those valuable hours coaching agents and improving our overall processes."

Team-leads can coach with a more hands-on approach. "Instead of planning for 30-minute meetings to review multiple reports with agents, our team-leads are visiting agents' desks and reviewing the shared dashboards in real-time," said the engineer.

Clearview has been the driving force behind exciting results at the customer's call center. Overall, they have seen a 68% reduction in after-call-work, which has resulted in a 40% reduction in average-handle-time, helping them maintain customer satisfaction.