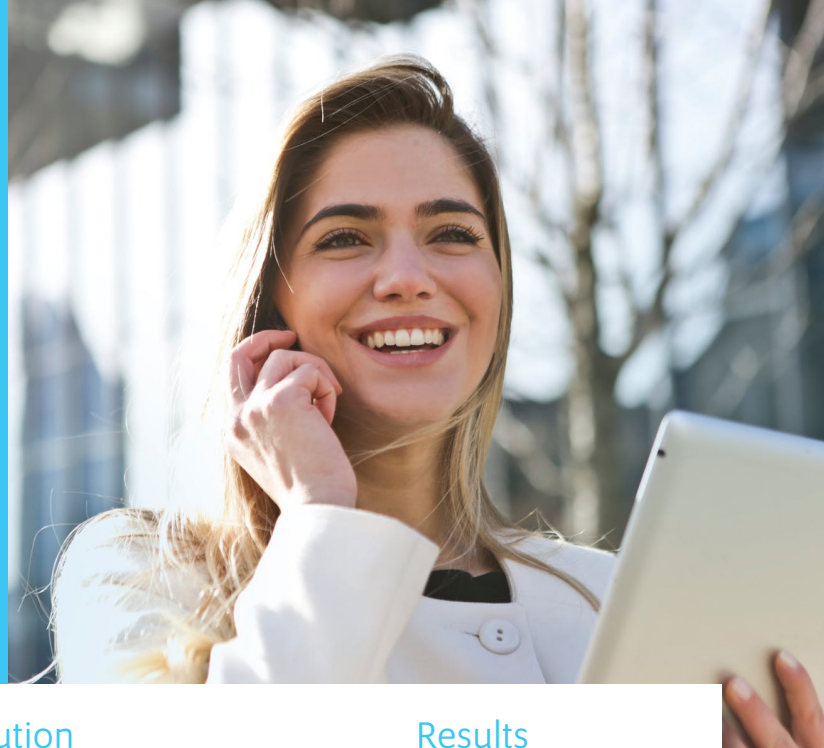


CASE STUDY



CUSTOMER



Problem



The customer's contact center's average order size had been fairly stagnant for some time; never really experiencing more than a 3% difference week after week. The company needed something to revitalize its agent's productivity and drive sales numbers up.

Solution



Clearview was the solution. It creates a culture of high performance and engagement through industry-leading performance management tools. User-friendly Dashboards aggregate customizable business KPIs into a sleek view and offer direct, continuous feedback.

Results



The customer was able to drive positive change by giving the entire contact center visibility into real-time metrics. The company saw a **48% increase in average order size, and a 61% increase in revenue per call.**

Revitalizing a Contact Center Sales Team

The company provides the tools and time-tested planning principles to help its customers achieve their goals. It offers innovative, high quality planners and binders tailored to personal style. The paper planning system guides customers to identify values, create successful habits, and track their goals.

The customer's contact center consists of a sales-driven workforce. Its average order size was fairly stagnant for quite some time; never really experiencing more than a 3% difference week after week.

Properly incentivizing a sales team within a contact center can be a difficult task. It not only involves proper incentive structure, but also sales training and product knowledge. It wasn't working for them. Only 16% of its agents were performing at the standard set by the company on a key sales metric – average order size. The company needed a solution to revitalize its agent's productivity and drive sales numbers up. Its contact center turned to Clearview for help.

Clearview is an industry-leading performance management tool that creates a culture of high performance and engagement. Its user-friendly Dashboards aggregate customizable business KPIs into a sleek view and offer direct, continuous feedback.

Driving Engagement

Clearview creates enterprise-wide visibility. Agents, supervisors, and executives can track performance relevant to their role in real-time.

Employees can easily collaborate by sharing and subscribing to Dashboards. They also can visualize performance at an individual, team, group, and organizational level.

The Dashboards drive agent engagement with intuitive, customizable modules that can display gauges, graphs, rankings, leaderboards and more.

Clearview solves the contact center's toughest problems, such as: disparate data, delayed access to data, limited visibility, reactive management, and detached agents.



“Our average order size was about \$20 more per order, a huge difference.”

- Workforce Manager

Increasing Visibility Across the Contact Center

Oftentimes, contact centers forget to report back to the group of employees who need it the most – the agents. In the end, they are the ones who have direct influence on contact center performance.

The first measure the company took was increasing agent visibility. The company did this by making sure that every agent had access to Clearview's rankings module. This alone helped the company increase average order size by 48%, and 69% of agents performed at the company standard for average order size; as opposed to just 16% the previous week(s).

Clearview was a sustainable solution for the the contact center. After sixty days of using Clearview, revenue per call increased by 61%.

The company was able to automate and centralize all of its raw data from multiple sources to produce real-time feedback. Agents were more aware of how their performance compared to expectations and to their peers, which caused the company's average order size to increase by \$20.