

CASE STUDY



Current Client



Problem



The company didn't have accessible or relevant reporting for its customer service representatives (CSRs). Reports were generated through the company's information technology department, which limited its ability to receive reporting in a timely manner and caused a major lack of visibility.

Solution



Clearview's cloud-based performance management system was the solution. The company can now explore endless KPIs with real-time visibility, engage employees with gamification, enhance customer experience with quality management, and communicate effectively with wallboards.

Results



The company has created one source of truth for reporting; empowered its contact center through effortless data access; improved processes by increasing awareness of productivity; and promoted healthy competition to improve overall customer satisfaction.

Pursuing Contact Center Greatness

The company produces a variety of products in the fashion industry. Its primary customers are ecommerce clients, but it also provides service for specialty retail partners, sales consultants, retail stores, and international customers. The company has 55 employees in its contact center regularly and more than 80 during the holiday season.

For years, the company did not have accessible or relevant reporting for its customer service representatives (CSRs). Reports were generated from the company's IT department, which limited its ability to receive reporting in a timely manner and caused a major lack of visibility.

The company needed to provide data to its team, cross-functional teams, and leadership team for process improvements, efficiencies, trainings, and overall department awareness. The company wanted to ensure its team had direct access to data and did not have to rely on supervisors pulling data every month. They researched various options over an 18 month timeframe and selected Clearview due to the ease of function-

Discovering the Right Tools

After implementing Clearview, the client's customer experience director said, "We have been able to empower our team through data access, improved processes, and increased productivity. We launched gamification to promote healthy competition and employee engagement. Higher employee engagement has led to higher customer satisfaction."

Clearview has given the CSRs at the company the opportunity to improve their performance by providing them with awareness of individual and departmental metrics, which has fostered curiosity and learning throughout the team.



"We have seen our productivity improve 10 - 30% per agent! It has been an amazing transformation."

- CUSTOMER SERVICE DIRECTOR

Measuring in Real-Time to Succeed

The company now measures KPIs for its agents and contact center collectively. For agents, the main metrics measured are productivity, average handle time, calls per hour, average talk time, and abandoned calls/chats. For the contact center, the main metrics measured are calls handled, calls received, abandoned calls, and percentage of abandoned calls. They also measure calls within various campaigns, call abandonment, and calls by hour, along with CSAT, sales, and reason codes through an API integration. Not only can they aggregate and measure important data, but they can also access it on user-friendly dashboards that can be shared and subscribed to.

One of the company's contact center supervisors said she appreciates how she can break down data daily, weekly, and monthly. As she coaches the CSRs, it is beneficial for her to have access to their individual metrics and historical progress.

Supervisors have had more time to coach and develop their teams by eliminating the laborious work of managing excel spreadsheets for team members. They've also decreased the margin for error in data with Clearview doing all the work.

As a result of Clearview, productivity in the contact center has improved 10 to 30 percent per agent across the board. "It has been an amazing transformation," said the customer service director.

Having a Silent Business Partner

The contact center also uses Clearview's wallboards every day. "The wallboards are a silent business partner for us," said the customer service director. They share information such as new hire updates, calls in queue, upcoming promotions, and special events like "cake day." Every visitor in the contact center stops to view the vibrant wallboards. The wallboards have improved communication within the department. In the past, the company struggled to update its team with information about seasonal hires due to the department working various shifts. Now the company can add informational slides to the wallboards to introduce new team members.

**"Our average annual turnover is around 20%.
Halfway through this year, it is 0%."**

- CUSTOMER SERVICE DIRECTOR

Achieving Contact Center Bliss

The CSRs at the company thrive when using gamification. "Some of them have been 'purchasing' Target gift cards from the Marketplace for stocking stuffers for their kids - and it's July! We love to see them excited about the program," said the customer service director. One surprising metric that has improved because of gamification is schedule adherence. They have fewer call-offs now as attendance is one easy way CSRs can earn coins.

Thanks to Clearview's dashboards, wallboards, and gamification, the CSRs are much more engaged with awareness of their metrics and total contact center metrics. Before implementing Clearview, the average annual turnover was 20%. Halfway through this year it is 0% (July 2019).

The contact center also appreciates the wonderful support offered since implementation. The Clearview support team is always happy to share industry best practices, which has added a new dimension to user acceptance. Both the agents and supervisors are ecstatic about Clearview.



Results Achieved

- Increased adherence
- Improved communication
- Increased engagement through healthy competition
- Increased agent awareness
- Reduced agent turnover from 20% to 0%
- Increased productivity 10-30%
- Reduced administrative workload, allowing more time to develop teams
- Created one source of truth for reporting