

## CUSTOMER STORY



### Problem



Focus Services was experiencing low performance across the board, which stemmed from lack of visibility and poor engagement. These factors resulted in high attrition and high labor costs. The company needed a way to increase engagement, improve performance and decrease attrition.

### Solution



Clearview was the solution. It is a comprehensive performance management tool that aggregates data in real-time. It displays the data on intuitive dashboards and wallboards that can be customized, shared, and subscribed to company-wide. It allows call centers to gamify their business on the same robust platform.

### Results



The results Focus Services experienced after applying Clearview as a solution has had a domino effect on their operation and bottom line over a three year period. Their utilization has increased by 26%. They have also experienced a 19% reduction in monthly attrition and an 8% increase in bill rate per hour.

## Focus Services Improving Operations and Increasing Bottom Line

Focus Services is a privately-owned call center service provider specializing in multi-product telesales and customer relationship management. Founded in 1995 with two employees, Focus has grown year-over-year by building strong, collaborative and effective vendor relationships with clients across multiple industries. Currently, Focus has more than 3,000 employees working in 12 Focus facilities, both domestically and internationally.

Focus Services was experiencing low performance across the board, which stemmed from lack of visibility into important metrics and poor employee engagement. These factors resulted in high attrition and heightened labor costs. The company needed a way to increase employee engagement, improve overall performance and decrease attrition.

They knew they needed to take their call center operations to the next level, but no product on the market was going to meet their needs. When they couldn't buy it, they built Clearview.

Clearview is a comprehensive performance management tool that aggregates data in real-time. It displays the data on intuitive dashboards and wallboards that can be customized, shared, and subscribed to company-wide. It also allows call centers to gamify their business on the same robust platform.

## Providing Targeted Recognition

Focus Services knew if they could gamify lead measures, prescribe targeted recognition and establish flow they would drastically change their business results. So they did just that with Clearview.

Focus put special emphasis on metrics that are influenceable by agents and predictive of their goals. Then, they rewarded agents with Clearview's virtual coins and badges. Agents used these coins to purchase company merchandise, prizes and everyday necessities via the online Clearview Marketplace.

Focus understood that recognition can come in various forms. Some people want to be recognized with their name at the top of a leaderboard while others desperately want their coach to see that they need training on a certain skill. Focus was able to harness the power of all types of recognition through Clearview's ability to allow employees to be praised as well as receive development.



**“Clearview is what drives our business. We live in it every day. Deploying gamification down to the individual agent has had a huge impact on agent performance and utilization. I get the best of both worlds: increase in performance incentives and decrease in labor costs.”**

– Ben Joe Markland, Chief Operating Officer at Focus Services

## Empowering, Incentivizing and Challenging Employees

“Flow” isn’t a phrase Focus coined, but they’re on a mission to help agents achieve it. Being in “flow” means you’re in the zone and completely immersed in an activity. Contact centers can be unpredictable. One angry customer or missed sales opportunity can take someone out of flow. Focus uses Clearview's performance objectives, coaching, and proficiency automation to constantly align an agent's skill level with their challenge; all while providing the proper incentives to keep them motivated to improve.

The results Focus experienced after applying Clearview have had a domino effect on their operation and bottom line over a three year period. As agents were more empowered, incentivized and accurately challenged, their utilization naturally increased by 26%. This meant that agents were more engaged to handle customer interactions and were rewarded based on their efforts. Focus experienced a 19% reduction in monthly attrition and a 35% reduction in annual training hours because employees were more engaged. Focus was able to perform at a higher level by retaining top talent and more efficiently developing new talent. This resulted in an 8% increase in bill rate per hour.