CLEARVIEW | updater.
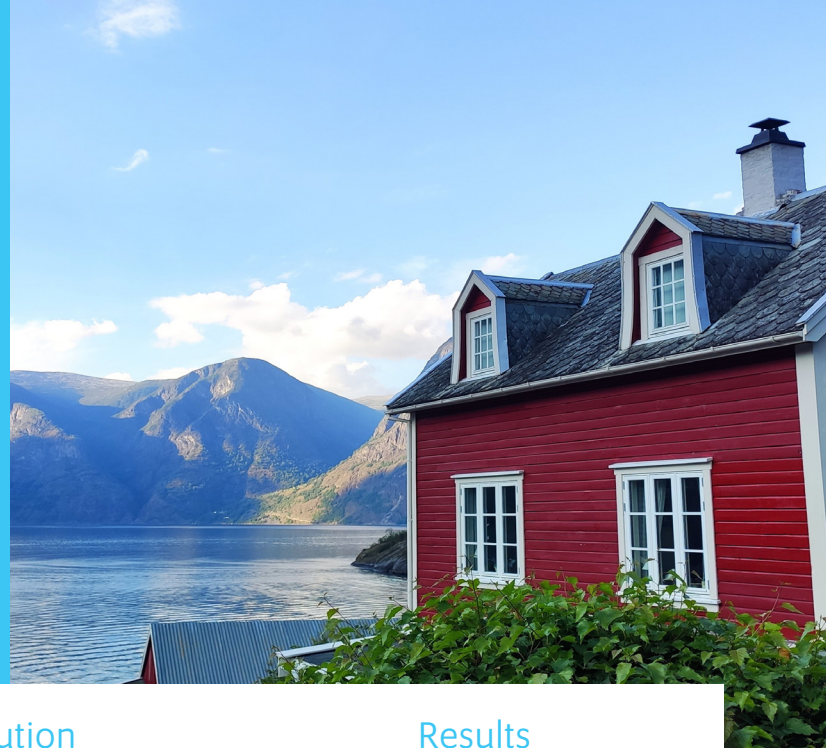
Problem

Updater's call center reporting was a manual and tedious process. This hindered the company from making timely decisions to improve performance. Teams inside and outside of the call center needed increased visibility into daily performance.

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.

Results

ClearView made it possible for Updater to have real-time visibility into data across the call center. Updater saw a direct impact on cost-per-aquisition, lowering it by 25%. They also increased net revnue per call by 40% and net promoter score by 80%.

Updater Contact Center Embracing Big Dreams

Updater connects consumers with trusted brands to make the process of buying subscription home services easier. It's an Omni-channel commerce platform designed specifically for subscription services and directly integrated with a growing portfolio of Fortune 500 service providers.

Updater 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, Updater employs 500 agents and has up to 300,000 calls per month. In the off-season, they typically have 300 agents.

Updater's call center reporting used to be a manual and tedious process. It hindered Updater from making timely decisions to improve performance. Because of this, the Updater team felt like they weren't true owners of their data. Teams inside the call center desperately needed increased visibility into daily performance, and personnel beyond the walls of the call center needed it too.

The Updater team was ecstatic to discover ClearView as a solution to their challenges. ClearView is a comprehensive performance management tool that aggregates data in real-time. It displays the data on intuitive dashboards that can be customized, shared and subscribed to company-wide.

Creating an Agile Environment

For Udpater, real-time reporting felt like a pipe-dream, but they knew it was impossible to create positive change in their call center without it.

Since they discovered ClearView, they have been able to make that dream a reality by giving agents, supervisors and executives real-time insights into sales and operational KPIs.

With real-time, relevant data being delivered to the right people, the organization is able to stay agile and make timely decisions.

Managers are able to get the right information to accurately manage queue's, as well as staff, train and motivate employees.

Agents are able change behavior and improve performance based on real-time metrics. They have discovered confidence and fulfillment after realizing that they only need to make minor behavioral changes to have a huge impact on the entire team.

> "We have seen a direct impact in our cost per acquisition – lowering it by roughly 25% over a six-month period"
>
> — Jonathan Fowler, Technical Manager

Making an Impact Beyond the Call Center

Updater has been able to boost agent engagement with role-based dashboards and company-wide wallboards. They have also been able to promote a more competitive sales environment across the entire call center.

Since implementing ClearView, Updater's technical manager Jonathan Fowler said, "We have seen a direct impact on our cost per acquisition – lowering it by roughly 25% over a six-month period."

The use of ClearView has been a game-changer for the call center, but it's not the only department seeing results. Oth-er teams inside the organization rely heavily on the data coming out of ClearView. For example, Updater's marketing team pays close attention to call traffic to know how to manage campaigns. This type of enterprise-wide visibility has contributed to Updater's net revenue per call rising by 40% and net promoter score increasing by 80%. Two exciting wins for the entire company!