

407 ETR Increases Customer Service Levels and Decreases AHT, while Adhering to Privacy Laws



“The customer will appreciate the speed and ease with which we respond to their call. CSRs benefit by having the account pop up onto their screen automatically, allowing them to provide a personalized, friendly greeting on every call. It’s pretty slick!”

-Beth Carver, Vice President, Customer Service

Industry:

Transportation

Challenge:

- ❖ To Combat the Sharp Decline in Customer Satisfaction Resulting from Privacy Laws
- ❖ Decrease AHT
- ❖ Increase Customer Satisfaction Levels

Solution:

- ❖ Deployment of eMedia CMA platform
- ❖ eMedia Metrics Reporting Package

Results:

- ❖ 11% Increase in Customer Satisfaction
- ❖ 20 sec. Reduction in 70% of calls
- ❖ Reduction in overall AHT
- ❖ 10% Improvement in Data Entry Accuracy
- ❖ Fewer Key Strokes
- ❖ Easier Navigation for Customers

Challenge

As the operator of the world’s first electronic express toll route (ETR), 407 International Inc. takes pride in having a reputation of providing commuters with a faster way of getting where they want to go. Intent on spreading this reputation across all business units, 407 International had goals of further decreasing Average Handle Time (AHT) while also increasing customer satisfaction levels. However the implementation of new PIPEDA¹ Privacy regulations halted their attempt to reach these goals. These laws required agents to verify account information such as address, phone number etc., for each caller. By complying with this rule, not only did AHT immediately increase, but customer satisfaction levels declined rapidly. Customers were irritated and complained about having to repeat the information they had just entered into the IVR. Since compliance was mandatory, 407 International’s challenge was to eliminate the negative effects PIPEDA had on customer satisfaction and AHT.

Solution

Upstream Works designed and implemented a solution that would not only bring back customer satisfaction levels and AHT to their original levels, but also allow 407 International to reach their goals of increasing customer satisfaction levels while maintaining a lower AHT. The solution involved implementing Upstream Works’ eMedia Call Management Automation (CMA) platform and eMedia Metrics reporting package. eMedia CMA was used to develop a toolbar application to provide customer details and screen pop into 5 agent applications, both web based and client server based. This provided an easy way for agents to track contact reasons via drop down menus, while eMedia Metrics provided 407 International with a consolidated reporting mechanism. Previously, they would take various reports from Symposium and the IVR, then manually manipulate them through other applications such as Microsoft Excel into a form they wanted. eMedia CMA eliminated the manual process by automating both the collection and generation of the necessary reports.

¹ Personal Information and Privacy for Electronic Documents Act

“CTI is a great application for both customers and CSRs!”

-Beth Carver
Vice President
Customer Service

Benefits

Increased Customer Satisfaction with IVR

The solution enables 407 International to improve customer satisfaction with the IVR. It promotes customer self-authentication while eliminating verification redundancy. eMedia CMA provides CTI, which pre-populates screens with customer information. Instead of Customer Service Reps having to ask the same questions over again, they simply confirm with whom they are speaking based on customer information from the IVR system.

Most importantly, with the introduction of the eMedia CMA solution, customer satisfaction rose by 11%.

Shorter Call Times and Reduced AHT

The solution provides automation throughout the call center, and agents no longer have to spend time filling in databases manually, as screens are pre-populated with caller information. Also, the elimination of the prolonged PIPEDA verification step contributes to shorter call times. *In total, 70% of customer calls are 20 seconds shorter.* This in turn reduces the Average Handle Time in the Call Center.

Increased Data Entry Accuracy

One of the leading negative key performance indicators in a call center are errors. The automated desktop capabilities provided by Upstream Works ensure agents enter correct information into various databases when dealing with customers. *Call Monitoring reports show that data entry accuracy has improved by 10% since the introduction of the system.*

Fewer Keystrokes

By providing a central toolbar application, each of the day to day applications in use by the agents has access to customer information. This eliminates the retyping of information as agents switch between applications, again reducing AHT and eliminating a potential source of error. By using the toolbar concept, 407 International has effectively integrated multiple applications into a single dashboard, while allowing the agents to continue to use the applications they have already been trained on.

Easier Navigation for 407 ETR Users

eMedia CMA reduces number of timeouts in desktop applications, therefore minimizing the necessity for multiple logins into the applications by 407 ETR users.

About Upstream Works:

Upstream Works delivers Call Management Automation solutions, enabling call centers to increase first call resolution rates. Our solutions adapt to both large and small call centers, help staff provide better service and guarantee fast deployment and rapid return on investment.

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