

CUSTOMER EXPERIENCE

Improve client experience by reducing abandoned calls

Problem Statement:

A 24% increase in call volumes warranted a proportionate increase in the call center headcount to minimize abandoned calls (calls that could not be handled due to lack of capacity). This was adversely affecting the client experience and was a matter of great concern.

Current State Diagnostics:

A detailed diagnostic assessment was carried out to identify the reason for the increased calls. The underlying end-to-end process, involving multiple teams, was analyzed.



Key Findings:

- Lack of customer centric performance measures
- Processing backlogs resulted in more in-bound calls causing spike in call volume
- Lack of clarity in roles and accountability across functional silos
- No end-to-end accountability and visibility

Result:

- End-to-end performance improved from the base-lined cycle time of 30 days to 48 hours
- Spike in call volume successfully eliminated with process redesign and define clear end-to-end metrics and accountability (Zero technology cost of implementation)

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