LUMENORE

Smoother Call Center Operations and Enhanced Customer Experience
with Lumenore for a Leading American Radio Broadcasting Company

Background/ Scope

The customer, a leading broadcasting company, provides three satellite radio and online radio services across the United States. The organization's customer support operations were initially contracted to a leading call centre services provider and Avaya was the primary platform being used to deliver customer experience, increase productivity and enhance financial performance. The solution correlated data including people timecard, HR, finance. The customer was managing 4-6 TB of data annually with Type-2-dimension modeling along with analysis and visualization, with dynamic options.

The Business Need

The customer has a separate business unit to manage issues that required quick action. The need to support such quick turnaround called for highly productive and efficient operations. The organization offers support to customers all over the United States with contact centers across multiple sites. They needed a reporting and analytics solution to analyze the current organizational performance, measure the performance against the target, collaborate within sites and enable individuals to take corrective actions.

Challenges

The customer's existing platform failed to deliver a comprehensive hierarchical view of data and analysis of impact metrics such as agent shrinkage or capacity forecast. This resulted in sub-optimal analysis of agent performance and lack of consolidation of data at different levels.

Impact

The customer was unable to analyze projects and organizational performance. This affected the revenue, agent productivity and campaign effectiveness.

Resolution

Lumenore platform integrated with the customer's CRM and call management applications to analyze data and provide insights on agent performance, sales and operational efficiency. The solution also helped in analyzing the capacity requirement and shrinkage impact.

The Solution

Lumenore, a cloud-based Business Intelligence and Advanced Analytics platform was deployed with zero CAPEX and minimum IT involvement. The solution come with pre-configured KPIs and dashboards connecting with different systems like CMS, CRM, HRMS and FMS. It automatically transformed and cleansed the data to provide analysis. The solution offered a user interface that enables business users to analyze the impact of each agent's performance on the call center performance. It facilitated capacity planning based on inflow and shrinkage trends and offered threshold management to alert agents and the team leads on various parameters.

The solution provided an organization-wide view of performance focusing on parameters such as ACD (Average Call Duration), agent performance metrics, impact on revenue, agent absenteeism, agent productivity and campaign effectiveness. The solution further enabled online collaboration between different users across geographies to discuss different issues and opportunities. It provided trends based on communication analysis to understand the current situation.

Business Benefits/ Results

The solution brought with it many business benefits and results such as:

- User-friendly interface and visualization

- Accurate capacity planning

- Proactive decisions to reduce financial impact due to non-compliance of service levels

- Agent level view and performance assessment

- A single platform to access different KPIs

- Drill-down up to the raw data to analyze the root cause of performance issue

- Live collaboration among 800+ users

To know how the solution can be implemented for your business, contact our team of experts.

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