Telecom Customer Care Center

PRODUCTIVITY GAINS NET CLIENT $27 MILLION IN ANNUAL SAVINGS FOR INITIAL 4 MONTH PROJECT

CLIENT

The client is a national US provider of wireless voice, messaging, and data services, with over 30,000 employees.

CLIENT CHALLENGE

The client's Customer Care environment was a mix of Windows and Web applications, some hosted on users' desktops, and others streamed to desktops via Citrix. Customer Service Representatives (CSRs) operated under time and task pressures to toggle between multiple application windows to execute tasks and look up information on things like customer handsets and troubleshooting. Simple information like account numbers and customer information was either manually entered or copied and pasted between numerous fields. There was no automation for compliance issues, such as following mandated procedures or communicating regulatory information. One critical CSR pain point was returning to and updating the master Memo window for each call.

SOLUTION

OpenSpan was chosen to integrate and automate legacy applications hosted on corporate desktops and in the client's Citrix environment. Some of the details are described below.

Rapidly integrate disparate applications. OpenSpan is used to integrate a wide range of legacy applications without modification to source code. As is common in many enterprise environments, the client's IT environment included a number of closed applications with no available APIs. With OpenSpan, the client was able to integrate a wide range of legacy applications including Windows desktop, Web and PowerBuilder applications. By avoiding the need to upgrade or re-write these applications, the client was able to complete the integration process quickly.

360° customer view. OpenSpan automatically provides CSRs with a unified view of customer data previously scattered across multiple legacy applications.

:: **CTI Application Driven.** Once a call is received by a CSR, OpenSpan pulls key customer data from the CTI application and initiates a series of automations that retrieves that customer's data from multiple back-end systems.

:: **CSR Tool Bar.** An OpenSpan-enabled composite tool bar automatically displays key account fields for the customer being assisted by the CSR. This eliminates the need for the CSR to manually navigate to multiple applications to find needed customer data or service the customer's requests. In addition to basic customer data, the Tool Bar also provides warranty lookup details, technical reference information, case memo notes and access to customer payments data.

Automate data synchronization between applications. OpenSpan-enabled automations eliminate almost a dozen points of possible CSR errors related to re-keying of data. Additionally, OpenSpan is used to automate the capture and posting of customer case notes information.

KEY RESULTS

:: **Reduced Average Handling Time (AHT).** Based on the number of seats deployed, the client estimated that each second, based on CSR salaries, benefits, and call center G & A costs, saved the company $3 million annually. The OpenSpan implementation saved approximately 9 seconds AHT per call, which aggregates to $27 million per year.

:: **Short implementation cycle.** Implementation was done in four months, and the client began realizing ROI immediately after. Initial rollout was to 1,500 desktops, then up to 5,000, and finally to approximately 14,000.

:: **Minimized CSR Re-training Requirements.** CSRs quickly grasped use of the tool bar, functions, and automations. There were no new procedures, work-arounds, or disruptions. Efficiency benefited.

:: **Improved adherence to key compliance mandates.** New, automatic check-box lists, copy-forward features, and other prompts ensure that a CSR receives relevant and timely information that can be asked for or presented to the customer at the appropriate stage of the desired call flow.

SUMMARY

The client environment included legacy desktop and server-side applications, and needed increased efficiency for Customer Service Representatives by merging parts of the architecture. OpenSpan's technology delivered a fast set of fixes in a short time that translated into faster call handling time, better compliance, low impact on CSR training, and can be a basis for further iterations for even more ROI.

GET MORE INFORMATION

OpenSpan initial projects alone can deliver huge productivity improvements and significant cost savings; subsequent projects rapidly pay for themselves. Browse other OpenSpan case studies, white papers and online demonstrations by visiting **www.openspan.com.**