

Top Tips for Driving Value From Data

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Interactive Session

- While I am presenting please write down your top tips
- At the end of my session we will open up the floor to go through your tips
- We will then publish all of the tips (anonymously) in Call Centre Helper in the next two weeks

Quality not Quantity



Just because it's easy to collect does not make it a good measure

Time to ditch the ACD stats?

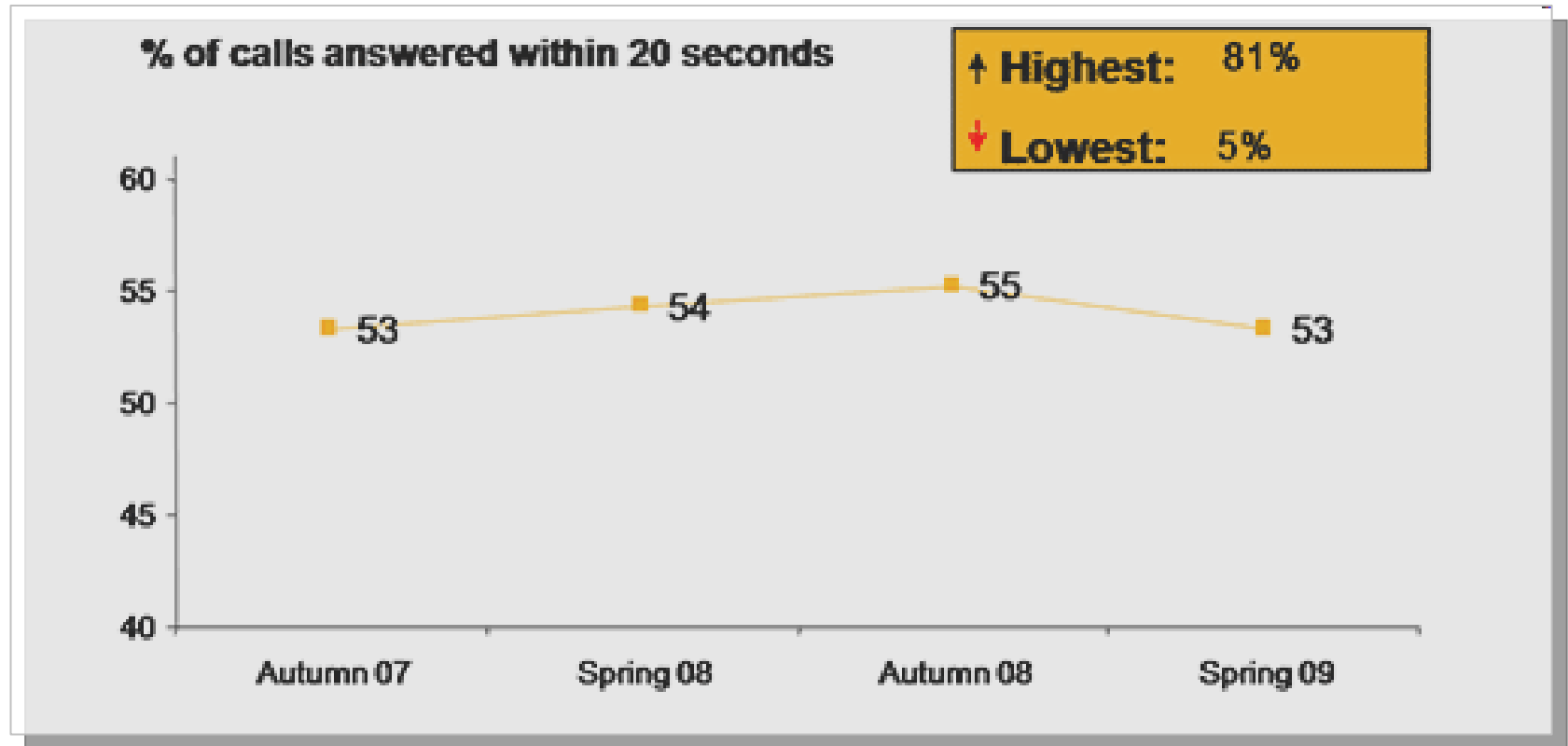
- ACD stats focus on speed not quality



An LED display showing ACD statistics for two groups: Sales and Support. The display is organized into columns: GROUP, InQueue, AvgWait, Answ, and Aban. The Sales row shows 12 in queue, 01:05 average wait, 50 answers, and 6 abandons. The Support row shows 24 in queue, 03:20 average wait, 145 answers, and 23 abandons.

GROUP	InQueue	AvgWait	Answ	Aban
Sales	12	01:05	50	6
Suprt	24	03:20	145	23

After 30 years of ACD stats long waiting times are still common



Source: Bright Index

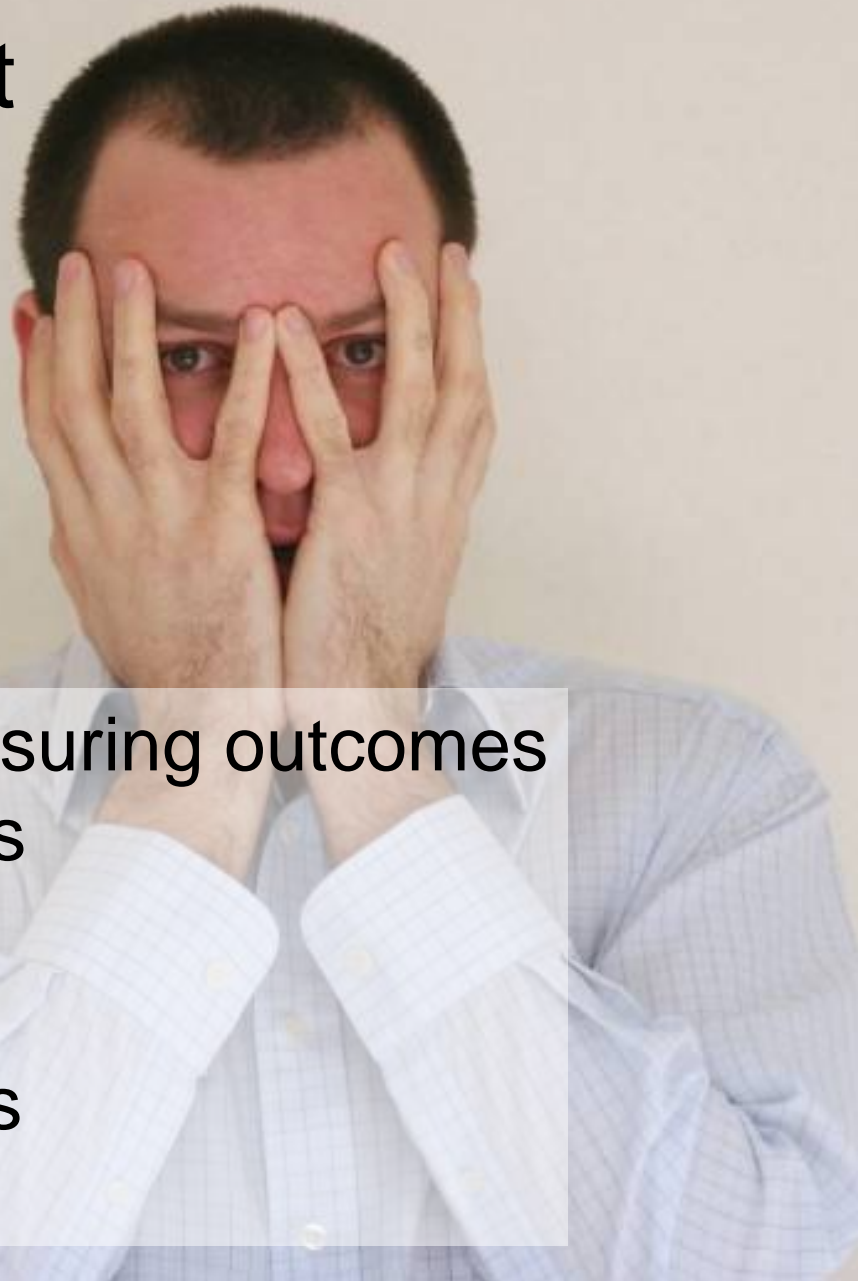
Top Call Metrics

**What is the
most widely used
call centre metric?**

Average Handling Time
tells you nothing about
the outcome of a call

Smarter companies are measuring outcomes

- customer satisfaction levels
- new business sales
- net promoter scores
- life-time value of customers



Careful with Average Handling Times

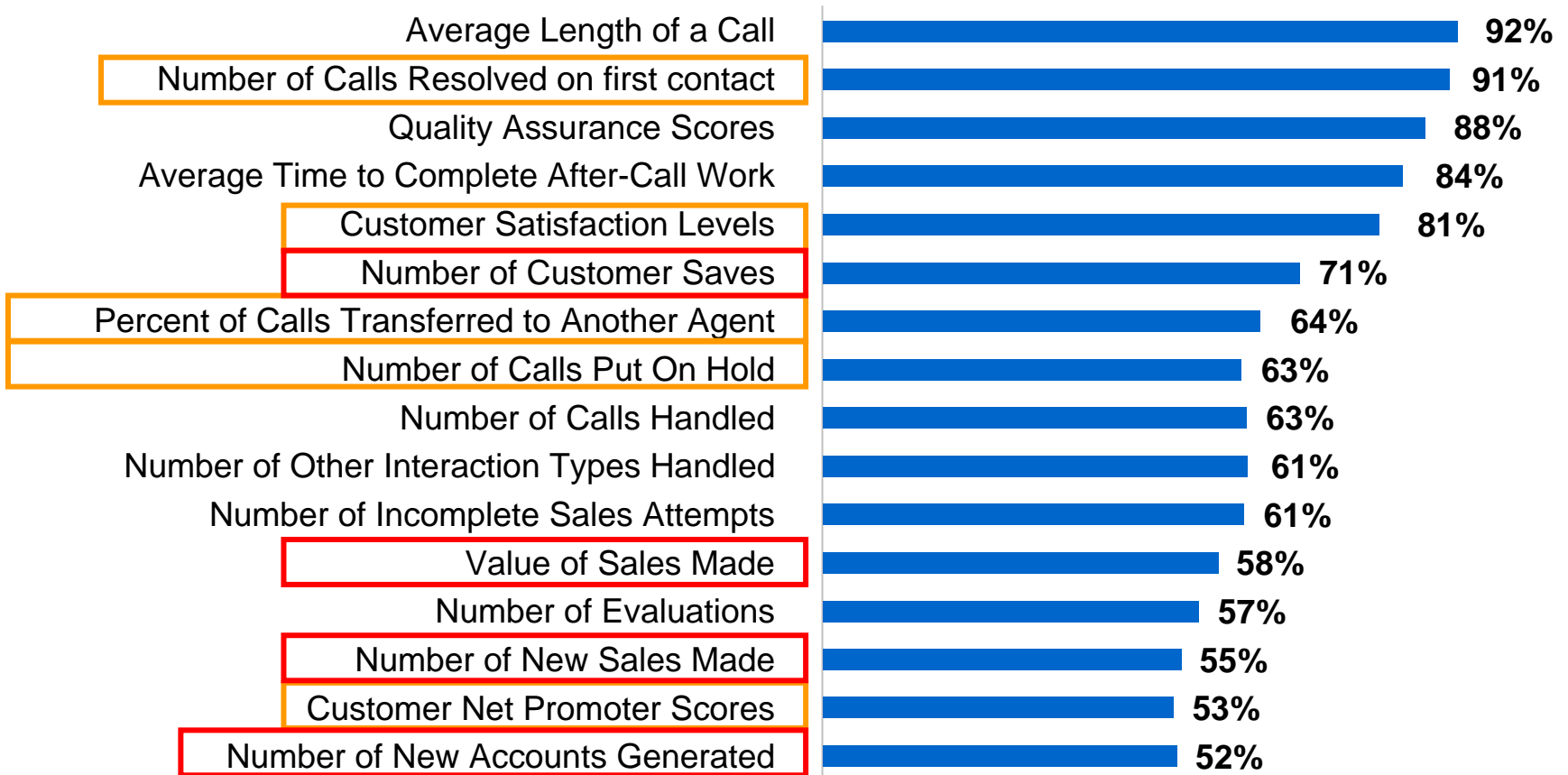


01

59

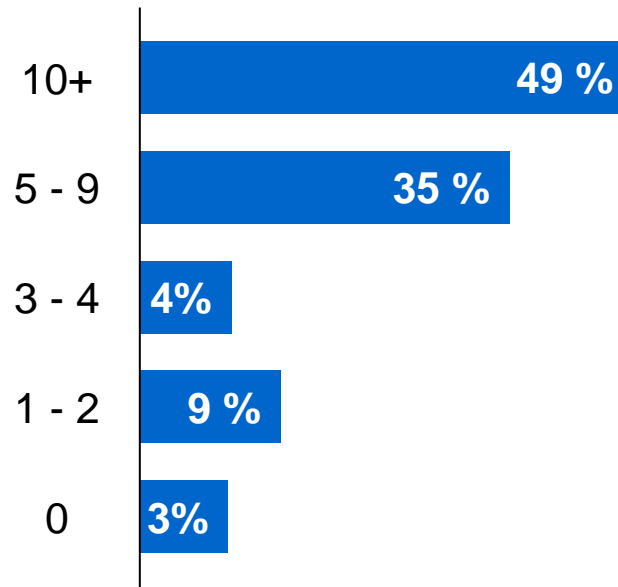
Top Call Metrics

Metrics Currently Used



Analyze more calls

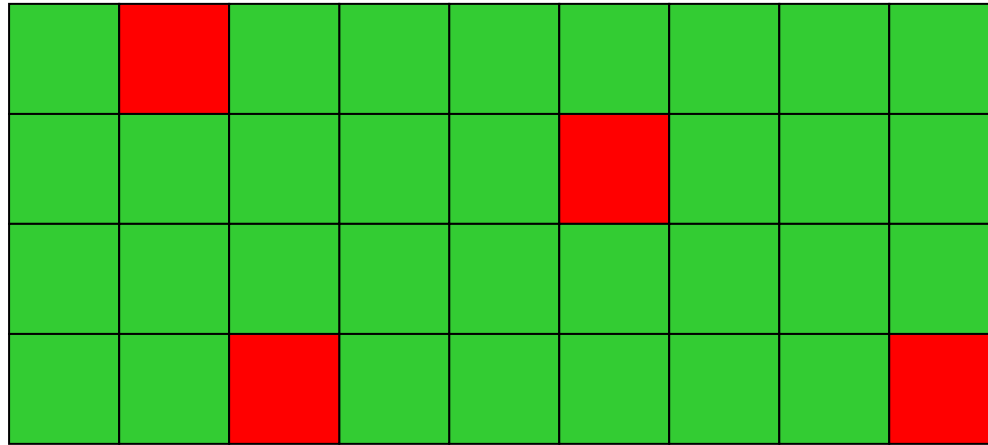
How many calls per agent per month do you analyse for quality purposes?



Survey size 229 call centre managers -
April 2009

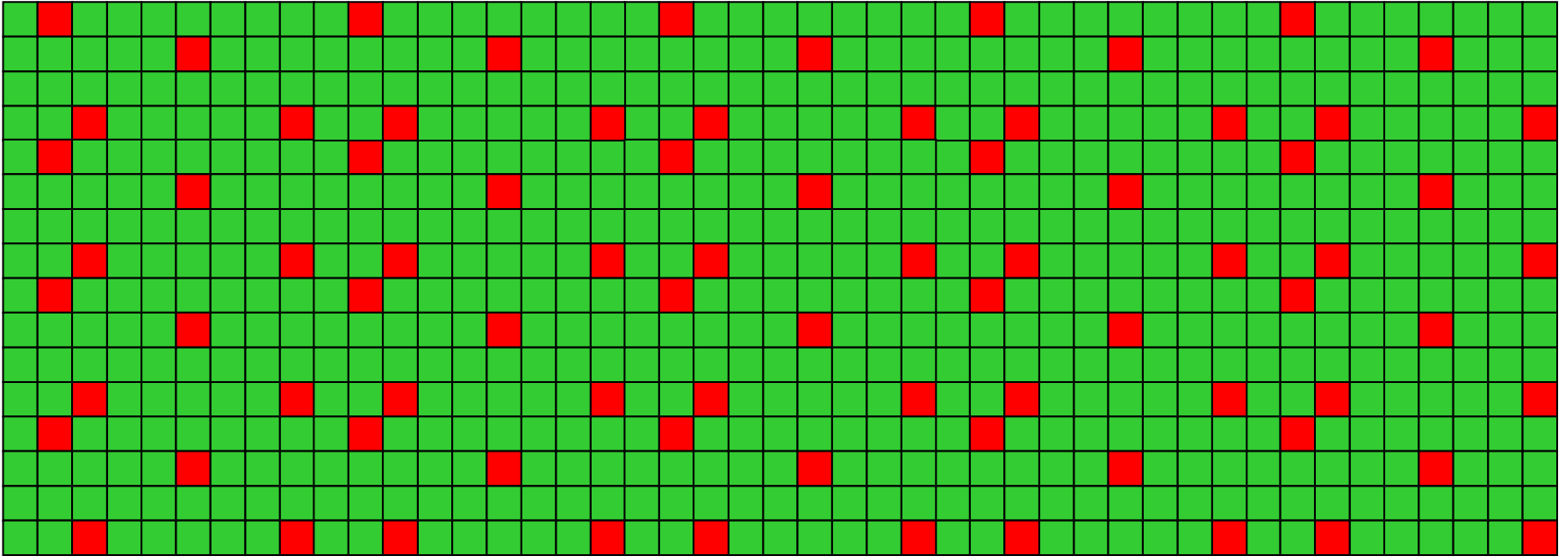
Example

An agent taking 40 calls per day

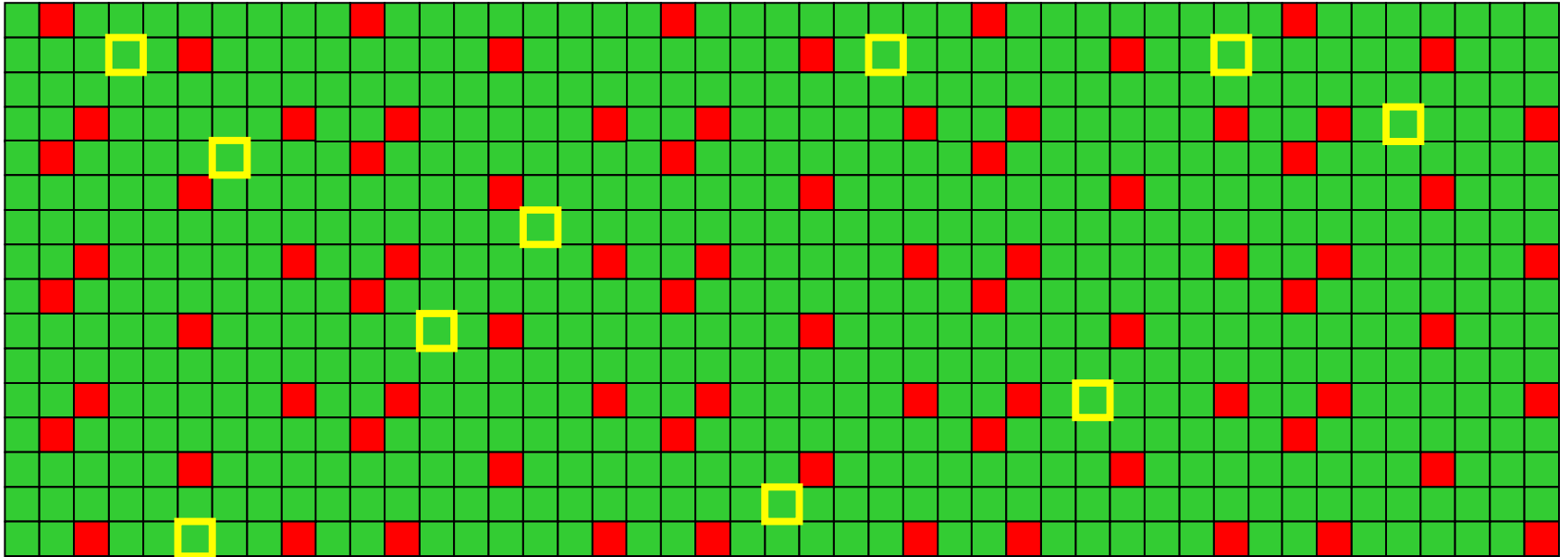


10% of the calls are bad

That's 720 calls per month



A sample of 10 per month



Still leaves a 35% chance of missing a bad call

Manage time classifications

Wrap time is Wrap time

Not

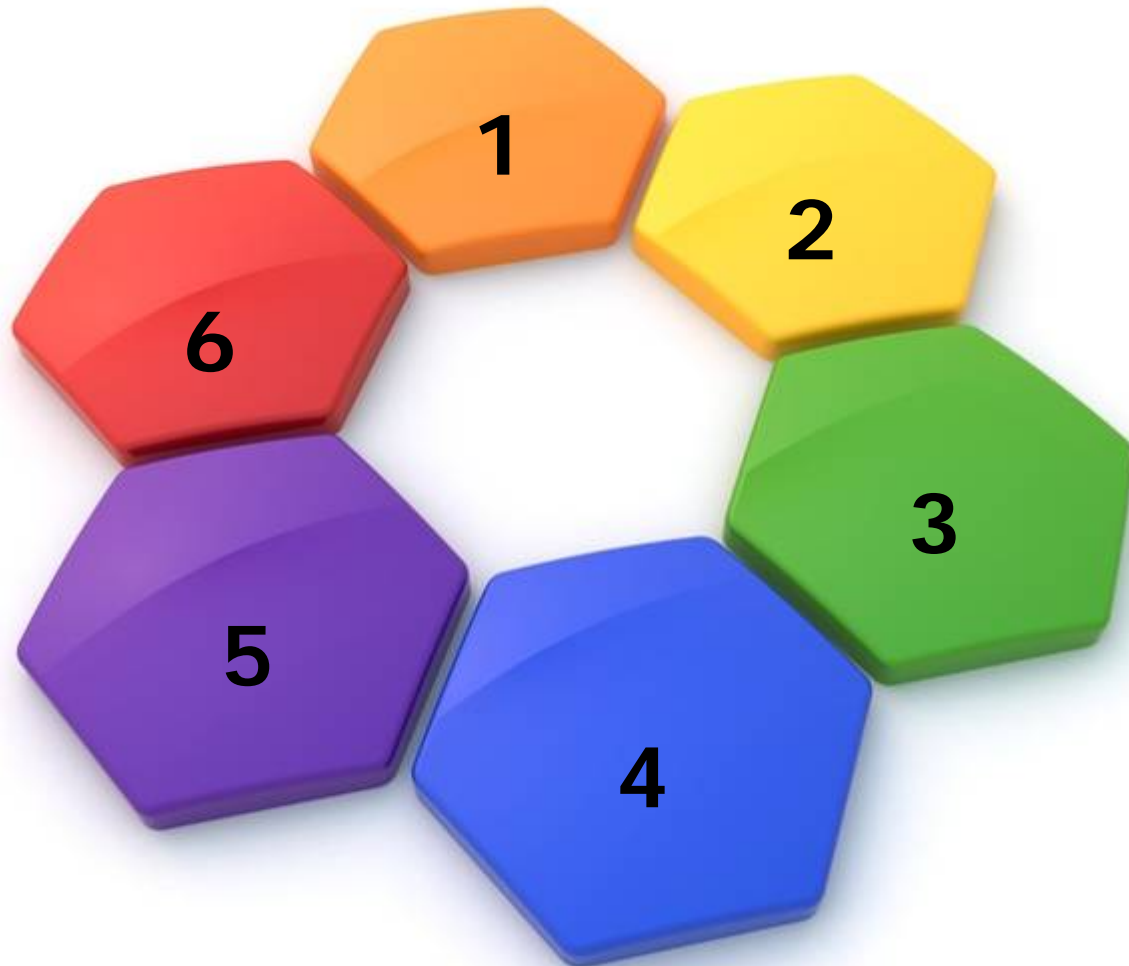
- Loo breaks
- Chat time
- Drink refills



Balanced Scorecards can lead to overload



The average company uses six measurements



Do a manual forecast as a sanity check



Thanks to Dave Appleby for this Tip

Finally when it all breaks down

Agent planner - see at a glance whether you have enough agents for the calls expected:

Average call duration (s) Required service level

Target answer time (secs)

Time slot	Agents available	Incoming call rate (calls per half hour)
00.00 - 00.30	5	10
00.30 - 01.00	10	32
01.00 - 01.30	20	103
01.30 - 02.00	30	140
02.00 - 02.30	40	266
02.30 - 03.00	50	361
03.00 - 03.30	50	333
03.30 - 04.00	50	281
04.00 - 04.30	50	284
04.30 - 05.00	50	281
05.00 - 05.30	50	281
05.30 - 06.00	50	281
06.30 - 07.00	40	260
07.00 - 07.30	50	236
07.30 - 08.00	50	222

Predicted Service Level	Agents
98.92%	3
98.94%	7
93.85%	18
99.34%	24
70.40%	42
34.07%	55
75.10%	51
98.01%	44
92.99%	47
79.86%	43
79.86%	43
85.55%	40
99.93%	38
99.98%	36

Free Erlang Calculator

- Pull out the Excel models

<http://www.callcentrehelper.com/erlang-c-calculator-2473.htm>

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