We record & analyze communications

CASE STUDY

BSH Home Appliances Ltd.

BSH Home Appliances Ltd., is the British subsidiary of the BSH Bosch and Siemens Group, one of the world’s leading manufacturers of home appliances, and number one in Western Europe. In 2008, its annual sales exceeded eight billion Euros.

ASC telecom AG

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC’s solutions reveal vital information, enabling companies and organizations to considerably improve their value creation. Contact centers enhance customer service, efficiently deploy staff and increase productivity.

“Our team leaders have been very positive about how user-friendly they have found the INSPIRATIONpro software and on the quality of training delivered by ASC. BSH was able to benefit from the ASC system even in the first few weeks of use. We identified specific areas for improvement which were achieved through one to one coaching with our customer service advisors.”

Colin Embling
Call Center Operations Manager for BSH

BSH Implemented ASC’s Call Recording and Quality Monitoring Solutions

BSH Home Appliances, Ltd., is responsible for all sales and marketing activities in the United Kingdom and the Republic of Ireland. BSH has one call center in Kettering and a second one in Milton Keynes.

BSH implemented ASC’s call recording and quality monitoring solutions for its main contact center, and experienced almost immediate benefits to its customer operation. Agents were ranked top in their sector for helpfulness and politeness in an independent assessment, and company executives praised the new system for its effectiveness and ease of use.

The Partnership: ASC and ANT Telecom

ANT Telecom Limited supply and maintain the contact center and telephony infrastructure for BSH. ANT are an Avaya Silver Partner and therefore have the skills to assist with the implementation of a fully integrated solution. ASC and ANT have worked on many projects together, with ASC providing the recording and quality monitoring solutions and ANT delivering the Avaya know-how.

The Challenge: Quality Monitoring Integrated with a Detailed Replacement Spare Parts System

BSH needed a call recording and quality monitoring solution, primarily for training its agents and also to allow complaint investigation. A centralized system, integrated with the company’s Avaya contact center, was sought initially for 88 agents at the Kettering call center, and allowing for recording of further agents at the company headquarters in Milton Keynes.

Agent screens also had to be recorded to evaluate how they were using the company IT systems to book engineers visits and order replacement spare parts. Compatibility with both Windows XP and Windows Vista operating systems was also required.

It was important for BSH to be able to differentiate between call types in order to target the evaluations and training. The system had to be able to label the calls to show whether they were sales or service calls and also to highlight the geographic origins of the calls.

The Solution: EVOip and INSPIRATIONpro

ASC provided an integrated solution comprising of EVOip recording software with INSPIRATIONpro quality monitoring and CTI to capture call data. An ADI application was also included to capture the agent’s Windows login ID.

EVOip records all of the agent calls and the screen recording module of INSPIRATIONpro captures all screen activity.

All voice, screen data and CTI data is stored on Network Attached Storage (NAS).

INSPIRATIONpro was installed for quality monitoring. A special training module encouraged agents to review supervisor evaluations and provide their own feedback.

licenses were ordered to allow nine simultaneous evaluations of voice and screen recordings.

Sandy V. Sundarajan, IT Manager of BSH said, “The implementation of the ASC recording and quality monitoring software has been extremely successful. ASC and ANT Telecom engineers worked closely with our in-house IT support engineers to deliver a complex solution.”

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The Benefits:

BSH was already delivering high levels of customer service to its customers, regularly coming first in independent surveys. However, after just a few weeks using INSPIRATIONpro BSH noticed several opportunities to enhance their customer service levels further.

INSPIRATIONpro enabled BSH to quickly build their own templates for evaluating the different call types which are handled by their agents. The supervisors praised the solution for its effectiveness and user-friendly operation.

The module for agent feedback in the quality monitoring solution encouraged their engagement in the process.

The aim is now to use the system to reduce call times and improve “call to book” ratio, whilst maintaining the high level of customer service.

Colin Embling, Call Center Operations Manager for BSH, said: “Our team leaders have been very positive about how user-friendly they have found the INSPIRATIONpro software and on the quality of training delivered by ASC. BSH was able to benefit from the ASC system even in the first few weeks of use. We identified specific areas for improvement which were achieved through one to one coaching with our customer service advisors. The system exceeded expectations because it delivered all of the promised functionality; the implementation went even better than expected; and the solution has proven easy to use.”

BSH now plans to include the Quality Score in the call center bonus scheme.

BSH already takes part in a mystery call assessment where it regularly comes top in it’s sector for helpfulness and politeness. The ASC solution will be used to continue delivering this service whilst increasing effectiveness at the same time.

Improved Key Performance Indicators (KPI’s) by using ASC software

- Reduced call time
- Improved quality of service
- Reduced call to book ratio

Highlights: ASC Recording and Quality Monitoring Solutions

- Multi-site or branch recording on one server with central control
- Easy deployment, configuration and operation
- Dynamic recording mode for scaleable operation
- Comprehensive call indexing for fast and efficient searching
- Agent feedback module to review supervisor evaluations
- Bookmarking and embedding of comments in recorded calls
- Capture of all forms of communication including screen activities
- Compatibility with company infrastructure, major PBX vendors

ASC Distributor: ANT Telecom

ANT Telecom is a systems integrator specializing in the design, implementation and maintenance of communications systems for mid-to-large businesses. For over 20 years, they have helped companies to reduce cost and increase productivity through successful implementation of integrated communication systems.