THE BENEFITS

After the initial period, the Contact Centre statistics demonstrated the effect of use of SmartCC at Prolog:

- significant increase in conversion ratios in the sales Environment

Efficiencies

- increase in Calls per Hour (CPH)
- reduction of Average Handling Time (AHT)
- decrease of the combination of wrap-up time and other not-ready time (non-productive time)
- reduction of number of call transfers
- reduction of the amount of reactive floor-walking with consequent reduction in the number of floor walkers
- replacement of the one-on-one buddy system for training and mentoring with a single “super-buddy” at supervisor position
- reduction of Gross Operational Spend (GOS)

In addition

- it permitted under-achieving agents to be coached up to standard on-the-job, within the live environment
- it was key in providing the mechanism for the Prolog Connect coaching team to demonstrate excellence to new and experienced agents

THE RESULT AT PROLOG CONNECT

Paul Miller, Associate Director, Contact Centre Services, comments: “SmartCC has helped to secure and win contracts, due to the uniqueness of the solution, permitting supervisors to coach within the moment. By using SmartCC, agents receive immediate real-time support and coaching, with the agents learning on-the-job, which proves invaluable”.

THE BACKGROUND

As the contact centre arm of an outsourced customer relationship management business, Prolog Connect has to win new, and retain existing business by virtue of the professionalism of its contact centre agents. They are called upon to have the flexibility to take on new challenges on a regular basis, one day representing one client organisation, and the next day, another.

In effect, many agents, even experienced ones, spend a lot of their time in the learning curve. Traditionally, agent performance is monitored and improved by use of quality assessment and training. Voice recordings taken while the agent is talking to a caller are played back and evaluated, so that deficiencies in the agent’s performance can be recognised and remedial training sessions organised. After the training, further voice recordings can be scrutinised to confirm that the performance has improved. However, this approach means that the agent is under-performing during the whole cycle, until the training has occurred. A better, quicker and more targeted approach is to “coach” the agent, while they are on the job. The problem here is to know when the agent may need assistance, and how to deliver it in a way that is transparent to the caller, and does not drain the contact centre of its most experienced and productive staff by using them as “buddies”.

Recognising that they wished to coach their agents, but do it effectively, Prolog Connect identified SmartCC as a solution they wished to pursue.

THE PROJECT

Following the selection of SmartCC as the infrastructure to support their coaching activity, Prolog Connect installed it into a pod, comprising ten agents and a supervisor.

CASE STUDY – PROLOG CONNECT

SmartCC’s unique coaching capability has helped to secure and win contracts at Prolog Connect
Prolog has always had a tradition of supporting its agents through coaching, and found that the use of SmartCC fitted straight in with this philosophy. The solution was quick and easy to deploy, with no impact on the IT infrastructure, and, indeed, has already been moved to another pod within the Contact Centre. SmartCC has been a hit with the users, with both the coaching staff and the agents being impressed with its ease of use.

**WHAT SMARTCC PROVIDES PROLOG**

Now that SmartCC has been installed, it permits every agent in the pod to be individually coached by the supervisor. The normal course of events is:

- The agent realises that he is experiencing difficulty on his call, and alerts the supervisor by pushing a button at his position
- This causes an alert to sound at the supervisor position, and a flashing icon associated with that agent to appear on the supervisor’s control screen
- The supervisor touches the agent’s icon on the control screen, and immediately hears the agent’s conversation with the caller, and sees the agent’s screen at full size – the agent can see from his call button box that the supervisor is monitoring the situation
- The supervisor elects to coach the agent. The supervisor’s headset microphone is now active, but what he says is heard only by the agent, and not the caller
- If he thinks it necessary, the supervisor may choose to take control of the agent’s computer using the keyboard and mouse at his own position. The agent simply watches how the supervisor is using the computer, while still talking to the caller (under the guidance of the supervisor)
- The supervisor can opt to talk directly to the caller, but the agent stays in the loop and can hear both sides of the conversation.
- After the caller has rung off, the supervisor and agent can talk to each other to recap on the lessons learned, while the call is replayed through the SmartCC system

**ABOUT PROLOG CONNECT**

Prolog Connect offers a high capacity inbound contact centre capability with quality at its heart, by leading the way in innovation and call handling services in Britain today.

They are a true outsourced contact centre partner able to understand their clients’ businesses and to use their wide experience and advanced technology to help them plan. They believe in a customer-driven business philosophy because they know the value of custom, and that is evident in the way they manage their contact centres.

The clients entrust their brands to Prolog Connect’s care because they have the experience in customer service, the infrastructure and an impressive track-record – a company in the contact centre “premier league”. From high-level CRM and brand loyalty to routine customer contact, Prolog Connect is the voice of their clients in promoting their brands to their customers.

**CYBERTECH UK**

CyberTech UK is at the forefront of the voice recording industry and has specialised in the provision of quality management and performance improvement solutions to contact centres, financial institutions, public safety operations and government organisations for over two decades. Its consolidated suite of tools enables its client organisations to manage, monitor, assess, analyse and improve the quality of their customer interactions for maximising customer and employee satisfaction and retention. CyberTech UK supports over 1,000 customers in the UK and Ireland, and is an integral part of the CyberTech International group of companies, supporting customers worldwide.