

CCT in Practice

Workforce Management solution delivers 24% increase in customer service levels to Mondial Assistance

Background

Mondial Assistance in the UK is a leading provider of roadside assistance, warranty, travel insurance and health services to the motor and travel industries, insurance companies, financial institutions and other blue chip organisations.

As a member of the global Mondial Assistance Group, Mondial Assistance provides services to customers 24 hours a day, wherever they are all over the world. The worldwide leader in assistance, travel insurance and personal services, today Mondial Assistance Group has over 10,000 staff members speaking over 40 languages.

They work throughout the world in collaboration with a network of 400,000 service providers and 240 correspondents. 250 million people, or 4% of the world population benefit from the Group's services, which it provides in over 28 countries across 5 continents. Mondial Assistance Group is a member of the Allianz Group.

Issues

- With a customer calling Mondial Assistance around the world every three seconds, there's a constant pressure to meet and exceed client SLAs
- Handling multiple clients demands sophisticated, proactive call centre management
- A number of call centre management processes were previously carried out manually

Solution

- Teleopti CCC Workforce Management solution
- CCT Support Services

Benefits

- Customer service levels up by 24% through increased agent efficiency
- Dramatic improvement in managing call centre operations
- Improved response times, by 38%
- Accurate, real-time information helps maximise call centre resources
- Helped to reduce the cost of agent overtime by as much as 70%



Leading Brand

Mondial Assistance in the UK manages Roadside Assistance, Warranty and Customer Relationship Management services for many well known brands.

Many of these are the world's leading automotive manufacturers, including BMW, MINI, Mercedes-Benz, and Volvo.

When a customer buys a new car, part of the package usually includes roadside breakdown assistance. Many manufacturers outsource the delivery of this service to Mondial Assistance.

The company also handles travel insurance and assistance services for the employees of corporate clients such as O2, TUI and EasyJet, as well as private individuals.

Brand Custodians

Ensuring every customer gets the highest level of service when they require assistance demands a highly efficient and well managed call centre.

Clients rely on Mondial Assistance to represent them, protect their brand image and provide the best level of service.

The challenge – which Mondial Assistance consistently exceeds – is to answer customer calls using call centre agents who have the necessary knowledge and skills to help every caller quickly and efficiently.

Need for WFM

The Mondial Assistance UK call centre management team has resource planning processes in place to ensure that the right number of agents with the right skills are in place to handle the expected call volumes. But organising shift patterns to ensure SLA success was a manual, time-consuming process.

Mondial Assistance UK realised that it could make call centre operations much more efficient using workforce management (WFM) technology to help deploy agents more effectively while, at the same time, increasing the quality and level of customer service it provided.

John Stonebridge, Technical Support Manager for Operations Support and Development at Mondial Assistance, was charged with finding a solution:

“We took an in depth look at a number of different solutions, considering factors such as ease of use, reporting capabilities and the user interface itself. We found that a lot of the WFM products were too Americanised.

We finally decided on Teleopti CCC because it provided the best fit for our business.

“We run a 24 x 7 call centre facility and Teleopti CCC was the best solution for supporting a business critical, round-the-clock operation like ours.”

Improving Scheduling

With the help of CCT, a leading contact centre solutions integrator and Teleopti partner, Mondial Assistance has rolled out the Teleopti CCC WFM application in its Croydon call centre and is using it to automate the process of managing call centre operations.

Teleopti CCC is a world class WFM application for managing staff, forecasting demand reliably and accurately, automating the activity of rota scheduling and producing detailed reports.

Resource Planners input information such as:

- Campaign planning and business intelligence data
- Historical call volumes and fluctuations over a day or week
- Number of calls for each client, plus
- Information about staff such as holidays and agent skills.

Agents themselves can also influence their own schedules to meet their personal requirements through Teleopti CCC's comprehensive schedule preference process.

Teleopti CCC then produces schedules that ensure Mondial Assistance has the right number of agents with the right skills to answer anticipated call volumes at the right times.

“I believe we are now much better placed to plan for seasonal variances in call patterns, whereas before it was a lot less scientific. Teleopti CCC gives us more accurate data which helps us to plan more effectively. Not only have we made our call centre operations more efficient, we've actually seen an increase in service levels of 24%.”

John Stonebridge
Technical Support Manager
Operations Support and Development
Mondial Assistance

Reporting & Metrics

The reporting output from Teleopti CCC is also used to support call centre performance management. The WFM solution provides metrics across multiple dimensions, focusing not just on call statistics such as abandoned calls and average handling times, but including data about agent behaviour and how time is being utilised across the call centre.

The strength of its reporting capability is one of the key features of Teleopti CCC. This has been critical to enabling Mondial Assistance UK to manage call centre agents more efficiently.

Previously, Operations Team Managers laboured through spreadsheets to find the historical type and volume of calls over a prior period.

Teleopti CCC provides a much more accurate and flexible way to map trends, cater for campaign plans, and consequently predict demand over the short or long term.

This has allowed Mondial Assistance UK to optimise call centre resources to ensure there are neither too many nor too few agents on each shift.

Reports can be run off in real-time, providing managers with an instant snap-shot of activity. Teleopti CCC also ensures that staff time is managed equitably so that, for example, no

individual ends up with a series of late shifts back to back.

Realising WFM Benefits

This kind of information has helped Mondial Assistance UK to achieve significant operational improvement, such as improving response time by 38%.

As well as response time improvements, the company has benefited from:

- Increased customer service levels
- More accurate schedules based on improved historical insight and what if scenario planning
- More flexible staff rostering
- Reduced overtime costs

Mr. Stonebridge says:

“I believe we are now much better placed to plan for seasonal variances in call patterns, whereas before it was a lot less scientific.

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Sharon Collender, a Mondial Assistance UK Call Centre Operations Manager, responsible for several automotive and

non-automotive clients, says:

“Previously, we would have a fixed rota which had been created and provided to us months in advance. Making any changes to the rota was, more often than not, based on instinct. Managers would know that, for example, a Monday afternoon would be busy and would need more agents.

“With Teleopti CCC, we can instantly look at the last six weeks of intelligence to ensure the rota is much more up-to-date and our shifts more flexible.

“So it’s not a fixed rota any more - it’s more dynamic, allowing us to adjust to expected call volumes according to more recent and detailed analysis.”

Now the WFM application provides Resource Planning Managers with more granularity to show that the busy period on the Monday afternoon is specifically 3pm to 5pm. Without any impact on the service levels provided to clients, Mondial Assistance now only needs to increase agent numbers for two hours instead of for the whole afternoon.

Features like this have helped the company to reduce the cost of overtime by as much as 70%, without any fall in customer service levels.

Facilitate Dynamic Scheduling

Although Teleopti CCC cannot predict sudden changes, its ability to provide instant information means Mondial Assistance UK is now much better placed to deal with these situations.

Teleopti CCC enables the Contact Centre Managers to determine quickly how best to re-deploy agents to handle instances where demand increases dramatically and with little warning, without impacting other operations.

Previously, staffing for sudden changes (without a WFM application) would probably have involved bringing in more staff than was actually needed.

Simon Bird, a Mondial Assistance UK Call Centre Operations Manager responsible for one of their automotive clients, says:

“If we were trying to put together a rota, to get the kind of detailed, granular information we now have from Teleopti CCC, we’d have to look through lists and lists of call volumes for every single day and every single hour during the day.

“It could take a month of Sundays.

“With Teleopti CCC we’ve got information at our finger tips instantly, you can review patterns and start to get a view of staff productivity very quickly. It’s turned information into intelligence.”

To find out how you can transform efficiency and improve customer service, call us today

0117 311 3311 or email info@cctonline.co.uk