

Sense Software helping a major telecoms company to be the best

A major telecoms company realised that deploying technology to route, manage, queue and track Customer Interactions was never likely to help them achieve their objectives of maintaining and growing their Competitive Advantage.

What they needed was something that would easily empower their Agents and Retail Store staff to complete Customer interactions first time.

With rapidly changing information, new products and services being introduced the major challenge was to capture everything that the combined organisation knew and share this in a real-time way across hundreds of locations and thousands of staff, with **minimal effort** and overhead but **maximum impact**.

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Objectives

- Reduce Length of Customer Service Calls
- Complete Calls 1st time – Accurately and Consistently
- Reduce transfers from Front-Line to Back Office
- Disseminate Intelligence to Retail Stores
- Reduce Calls from Stores to Call Centres
- Empower Front-line Agents
- Minimise training time
- Improve the Customer Experience
- Optimise skill-sets and utilisation of resource

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Strategy

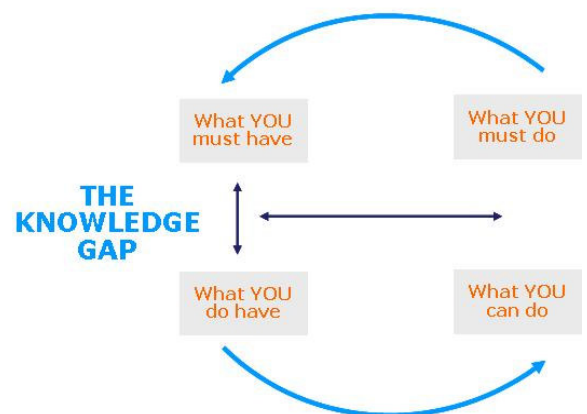
- Fill the Knowledge gap for all staff and customers
- Capture and Share what the Organisation knows
- At the Right time, in the Right way
- Consistently and Accurately from a “single” source

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Choosing a place to start

- Identify ONE piece of Intelligence that would
 - Have maximum impact
 - Staff Capability
 - Customer satisfaction
- Analysed the market and selected Commonsense
 - Features and Functions
 - Modular to enable phased implementation
 - Ease of Use and Maintenance
 - Enable future growth and flexibility

“Customer Service is a massive differentiator. We recognised that harnessing what we already knew and sharing it within our business, would enhance our position”



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Approach

- Pilot with **ONE** Knowledge type – Handset setup
- Identified the Experts for each Handset type
- Identified all sources of information required
- Installed Commonsense on Central Server
- Experts structured the knowledge and filled in the gaps
 - Agents Dialogues
 - Diagnostic Guides
 - Settings
- Iterative Pilot to small group
- Refinement cycle
- Train Users to navigate Commonsense
- Open the system for use
- Refine existing and introduce new intelligence types

"We selected Sense Software to trial this concept of empowering our staff through Knowledge sharing"

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Pilot Benefits

**3 months
£300k savings**

- Significant improvement to the Service Levels
- Calls offered reduced by 33%
- Abandon rate reduced by 26%
- Call Transfers down by 74%
- Greatly improved and smoother induction of new staff
 - Call Centres
 - Retail Stores
- Easy introduction of changes, new products and services
- Up to date and accurate knowledge
- Empowered agents to up-sell Insurance on inbound Service Calls
- Introduced 300 outsourced Agents with no Knowledge training

Sense Software's modular suite has allowed us to rapidly build and maintain our Intelligence with minimal technical resources at a pace we are comfortable with

"Implementation has overachieved original ROI expectations by 360%"

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Future

- Add more knowledge types
 - further empowerment
- Introduce Web Self service
 - reduce calls
- Introduce Automated Email response
 - reduce calls further

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Projected Benefits

> £15m over 3 years

To understand how Sense Software could help your organisation, call us now on 0845 638 7500 for an informal discussion

add commonsense™ to your organisation

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