

How this outbound call center began saving 30-minutes of agent time daily

Overview

It is important to keep your contact center performance up and running, especially in an industry that is always on the go. A global tyre manufacturer approached Ozonetel to save the amount of time their agents spent on each call and improve their outbound call performance. Let's dive deep into how we achieved satisfactory results and an enhanced customer experience for this client.

Challenge

The contact center team lacked the display of the right information on their screens while on calls. Hence, screen shuffling consumed the valuable time of both agents and customers alike. Hence, to reduce the average call handling time, it was necessary to streamline the customer details in one place. Also, to make sure all calls are distributed evenly among all agents, a system was needed to be implemented so all calls get attended and no agent is left idle for long.

Solution

In daily shift the time spent in updating the LMS has reduced by more than **30+ minutes**, resulting in more capacity being created and an increase in agent productivity.

Ozonetel's Auto Dialers enabled a quick resolution to all the problems for the tyre manufacturer. Our insightful agent dashboard delivered a detailed and quick display of all customer data right on the agent screens. This revolutionized the way agent could now handle their calls seamlessly and reduced the average call time dramatically!

Also, due to manual pushes being required, the agent avail time was averaging around 2 hours. However, with real-time push from CRM to Dialer, the manufacturer has seen a drop by 30+ mins in agent idle time. With more capacity freeing up the agents are spending more time talking to a prospect compared to previous months.

Result

- Avg CRM time reduced by more than 30+ minutes
- Agent avail / idle time dropped by 30+ mins
- Avg talk time reduced
- Increase in the daily retails
- The previous dialer had an SLA of close to 4 to 4.5 hours. This has now reduced to within 30 mins

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