

netcall

your call is our call



Netcall helps BT Retail enhance productivity by Improving Customer and Agent Satisfaction

QueueBuster reduces call abandonment rates by up to 12%

Netcall, the leading provider of callback, auto-messaging and contact solutions, has helped BT Retail to improve the service they offer to their customers with QueueBuster, which enables their callers to avoid the frustration of contact centre queues by requesting a call back whilst their place in the queue is held - as if they had stayed on the line. This has allowed BT to better manage their time, reduce costs and enhance customer service. QueueBuster has effectively reduced the duration of calls, improved customer satisfaction and enhanced the overall quality of call management.

BT Retail is a major force in the communications market and serves over 20 million business and residential customers, employs over 18,000 people and is focused on developing new market opportunities and innovative products and services.

BT had some clear objectives as part of their Next Generation Contact Centre (NGCC) programme, which was to ensure that their people got the best training, had the best working environment and could exploit cutting-edge technology to deliver the kind of services their customers wanted.

This strategy was developed around customer needs, but was implemented from the advisor's perspective. The entire working environment was created with the advisor in mind because they effectively owned the relationship with the customer. Part of this programme involved the streamlining of all call-routing techniques in order to ensure that 'internal telephone tag' was minimised and customer satisfaction levels increased. The team charged with ensuring 'Excellence in Call Routing' identified that NetCall's claims for QueueBuster were clearly relevant to their programme, so a pilot trial was arranged.

BT wanted to test QueueBuster live in a controlled environment, with the goal of delivering improved customer satisfaction levels. It had been seen that QueueBuster calls achieved spectacular individual levels of satisfaction but the team at BT had to show that enough callers took the option to make their investment worthwhile. So they decided to pilot QueueBuster in the 151 arena – their Residential Faults service - where they had some of their most experienced advisors.

They also had to ensure that advisors were happy with the process and could see the benefits, so this experienced team was asked to complete detailed responses to evaluate QueueBuster calls.

The impact was immediate - over a period of two weeks over 500 detailed responses were collated. QueueBuster performed well, customer satisfaction levels were double expectations.

"NetCall has delivered on its promises. Not only does the product do what they claim but they have kept to challenging timescales and were constantly responsive, rapidly resolving problems and delivering to exacting timescales". - Guy Robinson, Senior Programme Manager, Excellent Contact Routing (ECR), CCC BT Retail.

To achieve the goals they were looking for, the next task for the team was to improve customer uptake, which was low during the pilot. Detailed review of messaging and dialogues, combined with field testing, doubled customer uptake.





The following results were achieved at the end of pilot trial period:

- QueueBuster reduced call abandonment rates by up to 12%
- Overall dissatisfaction with repair reception dropped by more than 6%
- QueueBuster is currently being used by an average of 5000 customers daily
- New areas of opportunity for QueueBuster are being regularly identified

The operation had proved successful and a business case was made on pure customer benefits alone. However, it was also recognised that the process greatly improved advisor satisfaction as well. Advisors regularly reported that QueueBuster calls were easier to handle and statistics back this up with QueueBuster calls showing 10 to 20 second reductions in end-to-end handling times, compared to normal calls. Because they now had happy customers on the line, advisors could actually be more productive and enjoyed the interaction. They could now truly feel as though they were living the BT brand values.

"The introduction of QueueBuster into our volume repair and service channels has made a very significant contribution to achieving our performance targets, particularly when we are faced with already challenging resourcing factors as well as the dynamics associated with bad weather. The use of QueueBuster has enabled customers to get on and do something more productive, whilst waiting for an advisor to contact them. They get a timely call-back on a number of their choice and can take other calls in the meantime. Advisors are happier because they don't have to spend the first part of the call apologising for time spent queuing". - Daren Baythorp, Head of Command Centres, Resourcing and Recruitment, BT Retail

Based on their experience BT decided to incorporate QueueBuster within the Broadband and Business Repair sectors, followed by 150 (General Enquiries and Home Movers) to be included at a later stage. Over five million customers call BT's 150 services throughout a year - to report faults or make enquiries on service issues. At times of severe weather conditions or daily 'peak times' customers were often queuing for an advisor for several minutes or sometimes abandoning their call.

However, since one of BT's main strategic priorities is to deliver the highest levels of customer satisfaction, and taking on board feedback from the 151 Residential Faults service, senior management made the decision that QueueBuster should be deployed across the whole of BT Retail Services with 150, as the largest channel, being the first to benefit.

As Chris Stroud, BT General Manager, Business Planning and Resource concludes "Our Next Generation Contact Centre programme is focused on delivering efficient high quality customer service supporting the success we've had in both winning and retaining customers. NetCall's QueueBuster will be material in helping us achieve our goals."

About Netcall

Netcall is the leading specialist in callback, auto-messaging and contact solutions, helping organisations increase profits and productivity while improving customer satisfaction and employee morale. Based near Cambridge (UK), the company has over 20 employees and is quoted on the Alternative Investments Market (AIM), adhering to the disclosure standards required by the London Stock Exchange.

"QueueBuster is making a significant contribution to increasing our customer satisfaction levels - one of the key goals within our organisation. The role QueueBuster plays in providing customers with choice and convenience, especially in busy periods, is absolutely vital. It has made a real difference to our people, our performance and our customers. A classic win-win-win."

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