



IN-QUEUE AND CALLBACK

# TRAVEL INDUSTRY HEAVYWEIGHT OPTIMISES CUSTOMER JOURNEY THROUGH CONTACT CENTRE

## CUSTOMER'S OPPORTUNITY

This customer is a leading travel provider specialising in the senior market. Owing to its market demographic, voice remains one of its main channels of communication with its extensive customer base.

However, its contact centre was under increasing pressure - while call volumes were increasing, agent numbers had been reduced by 30% on the previous year.

Our client wanted a solution to better manage the traffic coming into the contact centre – reducing the impact on its agents, whilst also improving the experience of customers calling through to speak to an adviser.

## AT A GLANCE

- ◆ Automated management solution required for traffic coming into the contact centre
- ◆ IPI own developed solution, Q4 Me, installed
- ◆ Automatically gives customers a call-back option
- ◆ Review of ID&V procedures resulted in a speech recognition solution
- ◆ Improvement of their customers overall experience

# SELF-SERVICE AUTOMATION

## HOW IPI HELPED

The customer knew that they wanted to implement a dedicated call-back solution. After an 18-month trial of a competing solution proved unsuccessful, IPI was approached and initially engaged to implement a proof of concept in January 2019 – our client’s busiest period.

IPI installed Q4 Me, an IPI own developed solution, which provides end-users with greater control over their call experience. If phone lines are busy – typically with a waiting time of longer than 1 minute – the customer is offered a call-back option within set time parameters.

Our client implemented Q4 Me to improve its overall customer experience. Previously, our client had been answering all calls directly and setting a manual call-back time, however, this was typically between 24 – 72 hours later.

IPI’s Q4 Me was installed quickly, automatically giving customers a call-back option after one minute on hold. The product seamlessly manages the call-back process, including re-tries, and allocates agent resources to the right customers at the right time whilst managing overall call traffic.

Over time, IPI’s relationship with this customer has been extended to review its existing Identity & Verification procedures. Following a period of dedicated consultancy, IPI has now implemented speech recognition functionality to further smooth the journey of the client’s customer base calling through to the contact centre. The technology framework that has been implemented automates the capture of vital customer information, including name, postcode and date of birth, with the information instantly transferred to the answering agent’s screen.

Repeat callers reduced by

**2610**

calls from previous year

**40**

seconds reduction in length of call

Revenue from customers

**£377k**

who would have been lost if on the old system

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## IN OUR CUSTOMER’S WORDS:

Where previous suppliers have failed, IPI has succeeded, quickly and seamlessly implementing a solution that has already benefitted our organisation. IPI has delivered from the off, providing valued consultation and a solution that exceeded all expectations, to create the experience our customers and staff deserve. Without IPI’s hard work and dedication, we would have struggled to make it through our peak period.

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## IMPROVED CUSTOMER JOURNEY ATTRACTS THE GREY POUND

Following the initial trial, Q4 Me has now been rolled out in full across our client’s contact centre.

During January and February 2019 – our client’s peak period – Q4 Me handled 15% of the total sales calls that previously would have been processed manually. Those customers who opted for the call-back option are now contacted within a two-hour time slot, rather than the previous 24 – 72 hour period, generating an additional £377K in revenue from customers who would otherwise have been lost under the old system.

In addition, waiting times on calls have also reduced by 10 – 20 seconds per call and repeat callers have dropped by 1.5% - a reduction of 2610 calls on the previous year’s figures.

Our customer has also made savings from reducing the need for staff on ‘double-time’ overtime to handle customer inquiries afterhours.

The introduction of speech recognition technology represents a huge change for our customer, but a positive one – shaving 40 seconds off each call into the contact centre – reducing further the length of time customers are on the phone, and thereby improving their overall experience, whilst also reducing pressure on the contact centre.

Overall feedback to date has been positive with the Voice of the Customer (VOC) levels (a standard metric for customer experience tracking) remaining consistent despite an increase in call volume. A recent internal survey also found that employee satisfaction had also increased due to the implementation of IPI’s technology.

