

MobileOne Ltd.

Telecommunications Provider Boosts Agent Productivity With Flexible Aspect® eWorkforce Management™ Solution

“Our adherence levels were running at 80 percent when we first implemented the Real-Time Adherence capability. We now achieve 95 percent adherence. In spite of a call-volume increase of 10 percent, we did not have to hire any additional agents because Aspect eWorkforce Management has enabled us to accurately match call-arrival patterns and staffing levels.”

Stamford Low

General Manager of MobileOne Contact Center

The Company

An innovative mobile service provider with a customer-focused approach to business, MobileOne delivers cellular telephone, international direct dialing (IDD), radio pager and wireless Internet access services in Singapore.

The Business Challenge

- Increase agent productivity.
- Maintain customer satisfaction.
- Decrease costs.
- Increase flexibility.

The Solution

MobileOne selected Aspect eWorkforce Management from the Contact Center Performance Optimization product line. Aspect eWorkforce Management is a complete, automated software solution that enables contact centers to accurately plan, manage and optimize staffing resources.

The Results

- More efficient forecasting, scheduling and tracking.
- A 15 percent increase in schedule adherence.
- A 10 percent increase in call handling, without adding staff.
- A consistently favorable customer experience.
- Flexibility to adapt to local Singapore work requirements.



“The net result of implementing Aspect eWorkforce Management,” Low concludes, “is that our service level is now very stable in spite of many intra-day fluctuations in call volume, because we’re able to plan our staffing around customer calling patterns. Without a doubt, Aspect eWorkforce Management has given us an edge over our competitors.”

Stamford Low

General Manager of MobileOne Contact Center

In the competitive mobile telecommunications market, successful companies search for software solutions that can give them an edge. The right workforce management solution can help boost agent productivity, improve customer satisfaction, lower costs and ultimately set a telecommunications company apart from the competition.

MobileOne Ltd (M1) entered Singapore’s cellular telephone market in 1997 and rapidly achieved one of the world’s highest take-up rates for a new market entrant. Taking a fresh approach to mobile communications, the company soon became a leading innovator with a strong focus on customer service.

The rapid introduction of new services and an emphasis on providing value are part of a business strategy that aims to build strong customer loyalty. So innovation goes hand-in-hand with dedication to customer satisfaction.

Staffing for High Customer Satisfaction

Operating around the clock and handling 85 percent of all customer contacts, the M1 contact center offers an excellent opportunity to promote customer loyalty by maintaining a consistently high level of service. But consistent service depends on accurate staffing, and in an environment as complex as M1’s, accuracy can be hard to achieve.

“We have a multiskill, multiple-hotline environment, which makes the process of forecasting and scheduling much more complex,” says Stamford Low, general manager of M1’s contact center. “Factors affecting one hotline overflow into the other. Scheduling more than 400 staff over multiple shifts to meet call-arrival patterns became too complex and time-consuming for our Control Desk team to handle effectively. We also needed to be fast and flexible to cope with last-minute changes in marketing activities and with the launch of new services.”

To meet these rigorous demands, M1 selected Aspect® eWorkforce Management™ software. Aspect eWorkforce Management enables contact center managers to accurately predict call volumes, construct agent schedules matched precisely to anticipated traffic, monitor compliance and adjust schedules in real time if conditions change.

Focusing on Agent Productivity

M1’s business challenges are further complicated by the need to operate frugally. “With considerable emphasis on cost management,” notes Low, “we have a renewed focus on agent productivity. We’re using Aspect eWorkforce Management to eliminate unproductive time.” The Real-Time Adherence (RTA) module of the Aspect solution helps M1 identify the root causes of low agent productivity. “One of the biggest pluses of Aspect eWorkforce Management,” says Low, “is the ability to generate adherence reports.”

Using Aspect eWorkforce Management, M1 identified lunch breaks and shift changes as productivity leaks. Agents were in the habit of leaving when they closed a call just before a break or a shift change, rather than at the exact time they were scheduled to sign off. So, members of one team were leaving before another team was in place, causing sudden drops in service-level compliance.

M1 can now make its agents more conscious of the effects of signing off early and keep compliance at prescribed levels. “We are now able to determine which agents are in schedule adherence and to take immediate action for those who are not,” says Low. “Our adherence levels were running at 80 percent when we first implemented the RTA capability. We now achieve 95 percent adherence.”

"We have found Aspect eWorkforce Management to be highly scalable," says Low. "We added 100 new agents and two new hotlines, and the system still performed seamlessly."

Stamford Low

General Manager of MobileOne Contact Center

Controlling Cost, and More

Has the increased productivity shown bottom-line results? According to Low, it has.

"In spite of a call volume increase of 10 percent," he says, "we did not have to hire any additional agents because Aspect® eWorkforce Management™ has enabled us to accurately match call-arrival patterns and staffing levels."

Another benefit is the flexibility to adapt to local work requirements, rather than imposing European or North American work patterns on the Singapore-based contact center staff, as some competing solutions would have done.

And for a successful company like M1, Aspect eWorkforce Management offers the ability to grow, which is crucial. "We have found Aspect eWorkforce Management to be highly scalable," says Low. "We added 100 new agents and two new hotlines, and the system still performed seamlessly."

From "What if" Scenarios to Fluctuation-proof Service

The accurate schedules that M1 needed are now in place. M1's Control Desk can make major changes to schedules more quickly and can use "what if" scenarios to determine the impact of scheduling on service levels.

M1 identified a specific interval during which service levels would drop and introduced a new shift to fill the gap. The Aspect Software solution also helped determine whether full-time staff working nine-hour shifts or part-time staff working five-hour shifts would be better at maintaining service levels.

This has led to more consistent service-level compliance during peak periods. "Our efficiency in forecasting, scheduling and tracking has increased," says Low. "We are able to detect additional staffing requirements much earlier, and this gives us more time to schedule overtime for our staff."

"The net result of implementing Aspect eWorkforce Management," Low concludes, "is that our service level is now very stable in spite of many intra-day fluctuations in call volume, because we're able to plan our staffing around customer calling patterns. Without a doubt, Aspect eWorkforce Management has given us an edge over our competitors."

About Aspect Software

Aspect Software, Inc. founded the contact center industry and is now the world's largest company solely focused on Internet Protocol (IP) and traditional voice-based products and services for customer service, collections, and sales and telemarketing business processes. Each day, Aspect Software powers more than 125 million customer-company interactions at thousands of in-house and outsourced contact centers around the globe. Its trusted Signature product line offers automatic call distributors (ACDs), dialers, voice portals and computer telephony integration (CTI). The company's leading Contact Center Performance Optimization product line provides workforce management, quality management, performance management and interaction optimization applications. And, its pioneering Unified IP Contact Center product line delivers a comprehensive, multichannel solution. Headquartered in Westford, Mass., Aspect Software has operations across the Americas, Europe, Africa, the Middle East and Asia Pacific. For more information, visit www.aspect.com.

Aspect Software
Corporate Headquarters
6 Technology Park Drive
Westford, MA 01886

978 952 0200
978 952 0201 fax
www.aspect.com

