



Undiscovered insights – Is your desktop automation data working for you?

Drive excellence through understanding of agent workflow

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Topics

Industry stats

Common contact center initiatives

Transforming employee and customer experience

Q&A



Industry stats speak for themselves...



55 Billion

agent-assisted interactions are handled in the U.S. annually (ICMI)



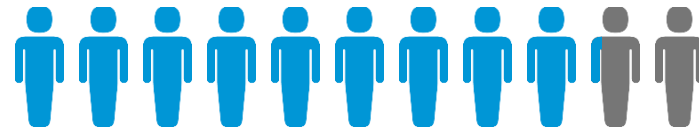
73% of contact centers

that say complexity of interactions is increasing (ICMI)



1 of **25** jobs

in the U.S. is within contact centers (ICMI)



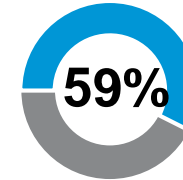
82% of consumers

who say resolving their issue quickly is the #1 factor in a great service experience (ICMI)

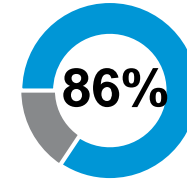
Industry stats speak for themselves...

- **Consumers who quit** doing business with a company because of a **bad customer experience** (Harris Interactive)
- **By 2020**, **customer experience will overtake price and product** as the key brand differentiator (Walker Information)
- **Companies see 240% boost** in business outcomes when **both customers and employees are engaged** (Gallup)
- **Over 62% of contact centers** are perceived as a **cost center** by their organizations. (ICMI)

In 2007



In 2015



Why measure desktop activity and workflows?



- **Create** a more-granular understanding of workflow-step AHT
- **Improve** scripting and call flow
- **Reduce** errors that cause callbacks and losses
- **Improve** the way agents get information when they need it

Utilize a talk time study to measure AHT steps

A talk time study is a process to accurately determine the AHT for one or more process steps. This is accomplished by listening to a significant and representative sample of calls and measuring the amount of time it takes to complete the step(s) in question.

- Select representative sample of calls
- Define step start/end
- Digressions don't stop the clock
- Document digressions
- Keep brief notes as needed

The screenshot shows an Excel spreadsheet with the following data:

	A	B	C	D	E	F	G
	Recording ID	Agent	Timestamp	Talk time (seconds) email capture	Met QA standard?	Notes	
3	56323199	Aldridge, Zach	12/15/2015 8:16:06 AM	326	45	Y	entered incorrectly but corrected when verified
4	56188623	Felecia, Dion	12/15/2015 8:29:05 AM	315	31	Y	
5	56307910	Good, Justin	12/15/2015 8:39:50 AM	345	37	N	did not verify spelling
6	56192715	Edwards, Daniel	12/15/2015 9:29:30 AM	343	22	Y	
7	56304287	Applegate, Scott	12/15/2015 9:30:15 AM	269	24	Y	
8	56386817	Haines, Tracy	12/15/2015 9:54:39 AM	244	30	Y	
9	56460889	Hernandez, Pamela	12/15/2015 11:01:03 AM	359	39	Y	
10	56210443	Jensen, Dan	12/15/2015 11:10:16 AM	360	21	N	did not verify spelling
11	56198897	Shaw, Betty	12/15/2015 11:30:52 AM	301	44	Y	uncommon spelling, customer stated letter-by-letter
12	56281166	Collins, Walter	12/15/2015 1:01:08 PM	294	42	Y	
13	56407966	Juarez Maria	12/15/2015 1:37:06 PM	358	37	Y	
14	56199839	Lawrence, Henry	12/15/2015 1:47:49 PM	315	17	Y	easy email entered correctly
15	56408877	Karlsson, Petr	12/15/2015 1:50:44 PM	310	38	Y	
16	56272367	Kennedy, Jan	12/15/2015 2:19:53 PM	292	22	Y	
17	56509413	Johnsen, Kimm	12/15/2015 2:31:10 PM	356	42	N	did not spell back
18	56360360	Abbott, Jeff	12/15/2015 2:40:39 PM	339	34	Y	
19	56345864	Madden, Mary	12/15/2015 2:45:03 PM	341	18	N	did not verify
20	56204101	Kimm, Brian	12/15/2015 3:33:58 PM	243	39	Y	
21	56513008	Hartman, Steve	12/15/2015 3:40:19 PM	275	31	Y	
22	56329692	Miller, Neil	12/15/2015 4:12:00 PM	242	38	Y	
23	56247083	Justus, Peter	12/15/2015 4:13:07 PM	327	44	Y	
24	56513402	King, Richard	12/15/2015 4:38:47 PM	264	37	Y	

Real world example

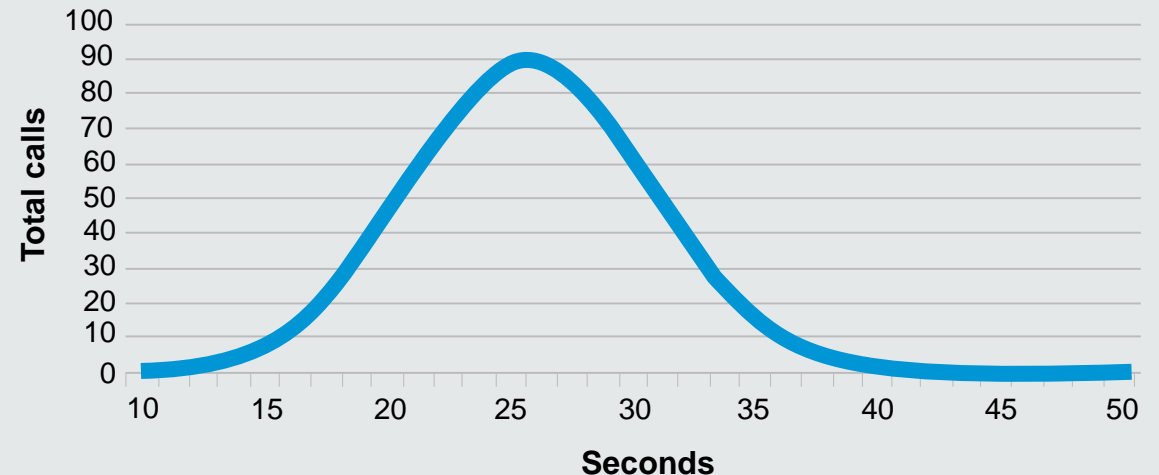
5% email addresses later corrected

Annual cost to business = \$1.2M

Email address collection errors

- Analyze the errors
- Conduct an AHT study
 - Determine true AHT for email address collection
 - Verify compliance rates against current script standards
 - Identify email collection AHT drivers and opportunities
- Identify opportunities
- Determine/implement solutions
- Measure the result

Email collection talk time



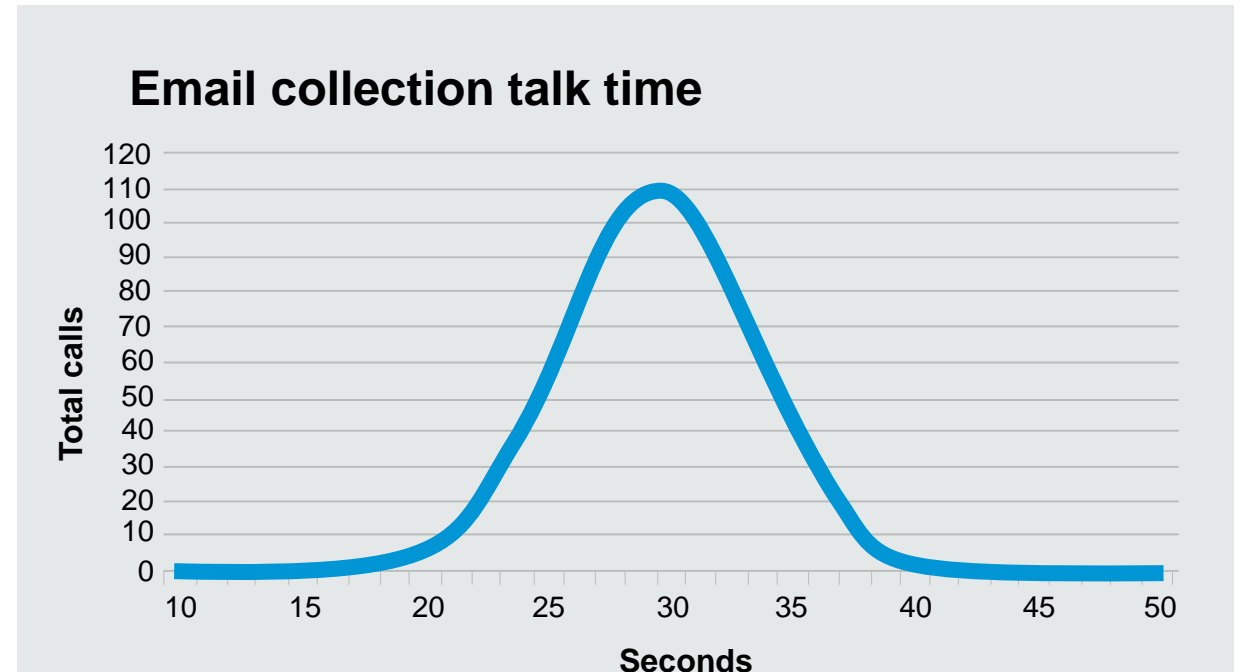
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Real world example

Business problem:

An insurance provider using Six Sigma methodology identified variations in their back office processing

Discovery:

- Staff usage of systems that were not part of the defined process to complete the tasks such as Microsoft Office
- Identified lost productivity of 180 hours per month from 6 resources toggling back and forth between applications or modifying fields to match systems

Solution:

The provider is redefining and documenting processes, providing appropriate training to staff to help reduce variations in processing



Real world example

Business problem:

A wireline telecommunications provider was grappling with churn within their contact center. Customer service reps were complaining about current workflows and relevancy of process

Discovery:

- New hires who completed training and were in a “nesting academy” prior to team assignment were not following certain processes because the process had been improved during their “academy” time
- Variation in scenario handling between new and tenured customer representatives
- Noticeable amount of time in social media applications

Solution:

- By measuring application usage and process efficiency, the contact center was able to quickly address process bottlenecks and outdated SOPs
- Realized 10% increase in customer service agent productivity by eliminating duplicate data entry while processing work orders



Questions?

Ideas?

Comments?



Thank you



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Thought leadership

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