PlumChoice

Opportunity

PlumChoice addresses the complex technology needs of consumers and businesses by delivering specialized technical support, sales, customer care, and go-to-market services that forge brand loyalty. As a leader in specialized technical services, PlumChoice optimizes the benefits people and companies derive from their personal technology experiences.

"The rate of change in the technology landscape across our customers is extreme," says Jaymee Gerard, operations business analyst at PlumChoice. "The repercussion is the constant challenge placed on the business to effectively support the bleeding edge."

However, meeting its customers' needs and demands was only part of a much larger issue at play at the company. With its commitment to solving complex customer problems came new challenges in the form of how to effectively manage and measure its workforce.

A large number of complex processes and a lack of data integration made performance analysis cumbersome. Because the analysis was manual, supervisors had to request metric data that often required 24 hours to be aggregated.

"Even though we felt our staff forecasting and metrics were accurate, we didn't feel like we were hitting our goals," notes Gerard. "In particular, we were uncertain whether agent activities taking place between phone calls, chats, emails, and mobile interactions were being reflected in our reporting."

Also lurking on the horizon was the challenge to meet Payment Card Industry (PCI) standards to help safeguard customer credit card data. With a call recording solution that lacked data integration and functionality to help address PCI compliance, PlumChoice became ever more certain that it had outgrown its existing platform.

Solution

PlumChoice evaluated a number of different workforce optimization vendors and quickly narrowed its search to Verint®. After further due diligence, the company made the decision to implement Verint Workforce Optimization™, including Verint Quality Management™, Verint Workforce Management™, Verint Desktop and Process Analytics™, and Verint Advanced Scorecards™.

"Verint Workforce Optimization was a solid choice because it would not only help us with PCI compliance, but provide us with a high-degree of integration between applications – meaning more robust performance measurement and analysis and, most important, accurate and actionable data," says Gerard.

VERINT

Results

- Improved first contact resolution from 64 percent to 70 percent.

- Lowered average handle time by 64 seconds.

- Decreased off-phone activity by 11 percent.

" The Verint solution has helped us create a better working environment by providing a toolset that enables our employees to excel at providing customer service."

– Jaymee Gerard, Operations Business Analyst, PlumChoice

In fact, the more PlumChoice understood exactly what the software could do, the more it realized that its deployment of Verint would dramatically change its view of customer interactions and the way it measured performance for the benefit of both employees and customers.

Results

Using Verint Desktop and Process Analytics in tandem with Verint Quality Management, which includes call recording capabilities, PlumChoice was able to achieve PCI compliance. This was accomplished by creating triggers within Verint Desktop and Process Analytics to pause call recording based on an agent's actions within the company's customer relationship management system during those portions of a customer conversation where sensitive payment data is spoken. Additional triggers then resume call recording once the collection of payment data is complete.

The use of Verint Desktop and Process Analytics to address PCI compliance soon gave way to harnessing the application's powerful functionality in other ways. Specifically, PlumChoice began leveraging the software to dissect the intricacies of complex customer interactions.

"It's difficult to make agents accountable for average handle time when calls can vary in length due to the very nature of our work," explains Gerard. "Before desktop analytics, we had limited data to determine exactly how agents were working, which made for some inaccurate assumptions on our part." With multiple customer interaction channels, PlumChoice's

prior reporting indicated lengthy call times, putting agents under pressure to adhere to performance metrics that didn't tell the whole story. With data from Verint Desktop and Process Analytics feeding Verint Advanced Scorecards, it became clear that agents were handling overlapping customer interactions. For example, while an agent was finishing a remote system quality check for one customer, the same agent was running an initial diagnosis for another customer.

"We weren't meeting our average handle time goals, making us believe that processes were broken and training was inadequate," Gerard continues. "However, we discovered that agents were working hard to meet customer needs even though handle time was longer than our standard."

Armed with this data, PlumChoice made the decision to move away from tying average handle time to agent performance. Although it's still tracked, the emphasis is now on customer satisfaction scores and first call resolution rates.

"By emphasizing first call resolution and removing the average handle time burden from agents, we have raised first call resolution from 64 to 70 percent," concludes Gerard. "We have also seen off-phone activity drop by 11 percent and handle time decrease by 64 seconds. We couldn't have accomplished this prior to deploying Verint's software because we didn't have visibility into the diversity of customer interactions or our agents' work effort. What began as a need for data integration and satisfying PCI compliance requirements ended up transforming how we deliver service and support to our customers."

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