



## PROJECT MANAGERS CASEBOOK – POTENTIAL GOTCHAS

# Planning for a flu pandemic with remote technical support

**Picture this, a member of staff or worse still a contractor comes in to your offices just days before they are diagnosed with a suspected case of swine flu. Before you know it the aircon system has spread the virus and a significant percentage of your workforce are unable to come in to the office and perform their day-to-day role.**

This is a typical scenario many of our customers have been planning for the last few months and as part of that process have been asking Business Systems for advice on how to minimise the effect of workforce disruptions whilst supporting their swine flu contingency plans.

One of the key tools we have in our kit bag is our remote technical support service, this enables our engineers to remotely monitor the call recording systems we installed on your site, diagnose faults and in many cases fix those faults without having to visit your premises. Not only are your staff protected from the risk of any engineers contributing to the health problem, but we reduce



the likelihood of any of our own staff contracting the virus and impacting our own capability to maintain service levels.

Many of our existing clients already have this functionality in place and have found that full fault diagnosis can be carried out to a greater level than achieved by phone and with a 40% remote fix rate, faster fault resolution is achievable.

As a result of implementing this solution, clients are experiencing reduced downtime and better service levels, which are welcome at any time, whilst less of their technical resource is tied up unnecessarily supervising unjustified onsite visits.

The solution provided is secure and audited with controlled access possible via VPN or in accordance with your most stringent security requirements. For those businesses who want to maintain business critical services during any kind of outage, this support option should be seriously considered.

**Contact your account manager for more details or call us on 0800 458 2988.**

## TTL Automotive case study continued...

The technology solution deployed provides TTL customers with several key business advantages. It provides a crystal clear picture of their marketing effectiveness. Through the allocation of specific numbers to campaigns, budgets can be cut and proven returns from financial investments can be measured. One TTL customer for example, achieved a 66% saving in advertising spend, as money was redirected to the campaigns which were proven to generate the best response.

The technology also provides real insight and accountability into how sales staff deal with customers on the telephone. For the first time ever TTL customers are getting to hear their customer's side of a conversation and can evaluate how professionally the call was handled and whether rapport was built, a significant factor in minimising missed appointments.

Alex Underwood, Operations Director at TTL Automotive commented, "This product is a great way to demonstrate just what impact individuals are having on their sales team by empowering them to share best practice and celebrate the successes."

Implemented as a stand alone product which can be deployed rapidly with a brief telephone instruction, OPEX Hosting worked with TTL to understand and develop the product to meet the reporting needs of TTL and their customers. This also involved providing a TTL Automotive branded front-end interface to the software.

**For further information on recording solutions, email [marketing@opexhosting.com](mailto:marketing@opexhosting.com) or call 020 8326 8326.**



## Events Calendar

Keep an eye out for Business Systems and OPEX Hosting who will be attending and hosting a number of events in the coming months. Full details are available on the events section of our website.

### Speech Analytics Breakfast Briefings

8th October - Newcastle

5th November - Leeds

### Directors Masterclass Conference 2009

15th & 16th October

Kensington Hotel, London

### BSL Annual Conference

26th November

Vinopolis, London



## Business Systems bring Customer Experience Analytics to the UK



*The next wave of 'analytics tools' is upon us with the emergence of 'customer experience analytics' (CEA). For those of you not familiar with the technology, let us explain...*

Understanding why your customers bail out of the IVR or website and into your contact centre has until now been somewhat akin to asking "why did the chicken cross the road?" In both cases you don't know! The chicken's motives are unimportant but not knowing your customers' can impact bottom line performance and customer service.

CEA is the new technology from 'ClickFox' that examines the customer experience; how customers contact the company, the technology they prefer to use and why they make the choices they do. The end result is valuable insight into customer behaviour and the opportunity for significant commercial gain.

Initial approaches to measuring customer experiences through web and speech analytics, customer surveys and data mining are an excellent first start but where they are not relational, one to the other, then the conclusions that are drawn are in danger of being erroneous and skewed by the influence of a single finding. Or as one customer relationship manager put it, "the close examination of a single tree does not accurately reflect the state of the whole forest." By contrast CEA technology looks across multiple contact channels and maps the customer experience as a whole.

### How it works

The technology takes structured and unstructured information from your existing systems at regular intervals determined by you. During the gathering phase it graphically reconstructs the original customer sessions creating a visual blue print of customer behaviour including analysis of the various paths customers take through and across the interactive touch points in your organisation.

### What it delivers

CEA uncovers the reality of what frustrates customers and why their behaviour does not always follow the intended process. As a result, organisations are able to pinpoint poor process routes, bottlenecks and costly opt-outs to live agents. The ClickFox solution uses a recognition engine to compile behavioural DNA profiles of customers over time, both as individuals and within groups. Ventana Research Vice President, Richard Snow comments, "This technology allows companies to address one of today's critical business issues – understanding the experience of their customers regardless of what channel they use to interact with the company."

Business Systems is now one of the sole providers of this technology in the UK following a partnership agreement with ClickFox, a pioneer of CEA technology.



Contact us to find out more about this technology on 0800 458 2988 or email [sales-mgr@businesssystemsuk.com](mailto:sales-mgr@businesssystemsuk.com)

### Case Study



## TTL Automotive partner with OPEX Hosting to drive dealership profit and performance

TTL Automotive are specialist advisors to the automotive industry, delivering a number of performance improvement programmes to customers including Honda, SAAB, Renault and Fiat Group. TTL are committed to adding value to their customers' bottom line by deploying technology solutions designed to increase sales conversion, whilst up-skilling customers' sales teams.

To achieve this TTL Automotive have invested in OPEX Hosting's Call Craft platform. This technology platform provides them with a hosted call recording application and state-of-the-art reporting suite accessible via the web, which enables TTL to very easily, remotely implement call recording on any of their customers' sites.

*This article continues on page 4...*



# Business Systems secure Winterflood Securities deal with new 'Market Detect' analytics tool

**Business Systems has launched its very own enterprise level trading surveillance system called Market Detect and has already signed up Winterflood Securities to become an early adopter of the technology.**

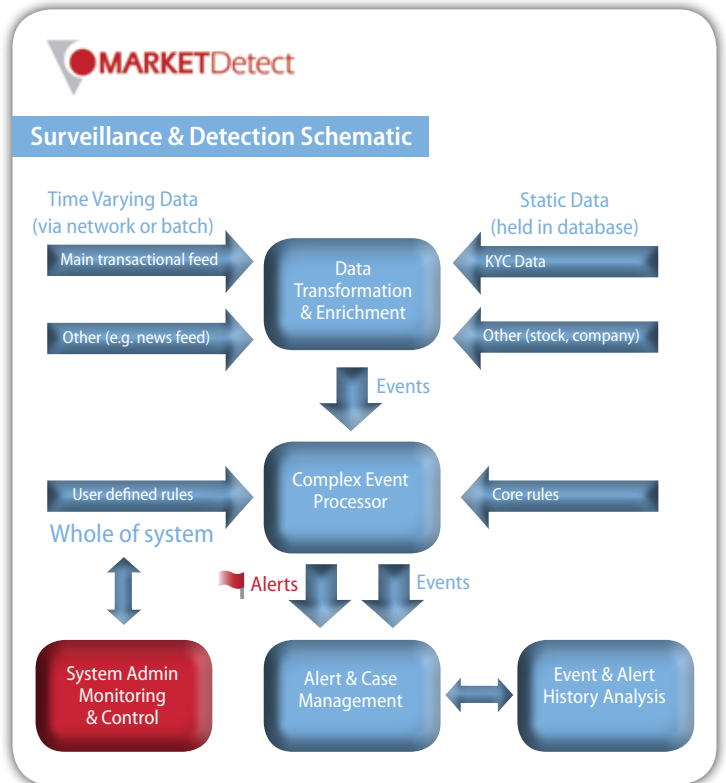
Market Detect incorporates flexible and powerful analytics tools incorporating Complex Event Processing (CEP) technology designed to assist financial institutions in detecting and preventing market abuse, minimise trading risk whilst ensuring compliance.

This competitively priced surveillance and analytics tool bucks the trend, rather than a shrink-wrapped 'one size fits all' solution, the service delivery element focuses on consultancy ensuring it is customised to meet specific compliance requirements. It is also one of the first surveillance systems which can be delivered flexibly on a hosted pay-as-you-go basis or as an on-premise solution implemented onsite.

Market Detect works by intelligently collecting and analysing organisational data including agent, trader and client activity data using a state-of-the-art detection engine to uncover and present hidden patterns. Taking direct feeds from trading and telecommunications data, the application incorporates intelligent transaction monitoring, a fully featured alert engine and provides case management for automated reporting and audit trail capture.

Known scenarios or rules can be modified and enlarged by compliance or internal audit and the application works intelligently using algorithms to provide increasingly predictive data leading to proactive decision making. According to Simon Rafferty, Head of Compliance at Winterflood Securities "The decision to invest in Market Detect was an obvious one for us, it is not only priced competitively, it gives us the ability to tailor it to specifically meet the needs of our business."

Email [analytics-mgr@businesssystemsuk.com](mailto:analytics-mgr@businesssystemsuk.com) for more information on Market Detect or call 0800 458 2988.



**COMPLIMENTARY WHITE PAPER – COMING SOON**  
 New white paper conducted by B.I.S.S. Research focusing on UK Market Abuse & Fraud in relation to MiFID & MAD  
 Email: [marketing@businesssystemsuk.com](mailto:marketing@businesssystemsuk.com)  
 to receive your free copy

## Your Invitation to our Annual Improving Performance in the Contact Centre Conference

**26 November 2009**  
**Vinopolis, London**

- Over 400 registrations last year
- Full day conference & refreshments
- Exhibition showcasing latest solutions
- Keynotes from key industry bodies
- Customer case studies

**Register now**

with [marketing@businesssystemsuk.com](mailto:marketing@businesssystemsuk.com)  
 to receive further details  
 as soon as they are released



# Contingency planning for a severe flu outbreak

**With the recent swine flu outbreak, we have had the privilege of being forewarned about a very probable flu pandemic later this year, going on into 2010. If you haven't thought ahead and made some plans, you are quite likely to end up in a difficult situation in the coming months...**

## Scenario

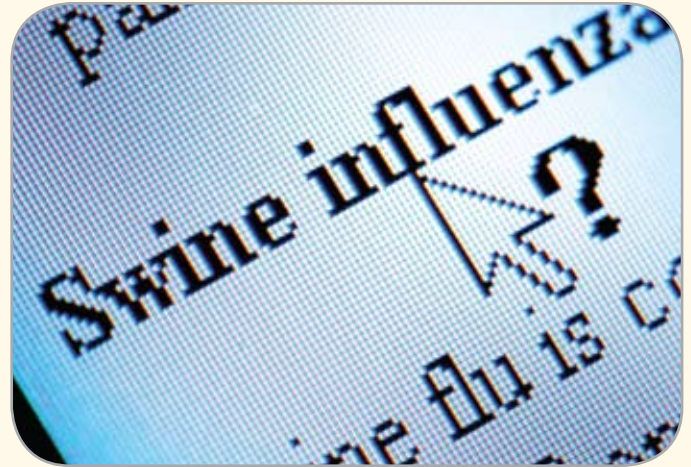
- H1N1 becomes more virulent
- People start dying
- Department of Health advice is to stay at home and not go to crowded places (like contact centres!)
- This could last for months...

...what do you do?

- a) Panic
- b) Wish you had a plan
- c) Put your contingency plan in place and continue working just like any other day

OPEX provides a self-provisioning call routing and recording service that enables calls to be distributed to groups of people based anywhere – even at home. And with its unique Whisper and PIN functionality, it even makes sure the wrong people can't answer business calls. And, of course, all calls are recorded and can be accessed and played back from the OPEX secure server using any internet-connected PC – as long as you have the appropriate security and authentication credentials.

The Financial Services Authority has also recently asked banks to reassess their flu contingency planning in light of the recent outbreak.



OPEX Hosting has been consulting with a number of financial institutes on how to record compliantly in the event that a government mandate is put out restricting the movement of people and can assist with any business continuity telephony issues.

OPEX hosted telephony gives customers on-demand access to 'call centre type' capabilities like call recording, rota routing and interactive voice response (IVR) at a fraction of the cost and without having to buy or maintain any equipment.

**Contact us to find out more about our contingency planning service. Email [sales@opexhosting.com](mailto:sales@opexhosting.com) for more information or call 020 8326 8326.**

## Top tips for call quality monitoring

In virtually every contact centre it is now common practice for agent's calls to be monitored and evaluated by their supervisor or quality specialist. But is your contact centre receiving real value from quality monitoring? Below we have listed a few tips on how to do just that.

### Assign Quality Ownership

It sounds obvious, but if nobody wants to own the process, how can it be audited and calibrated to ensure it is effective and continues to improve and adapt to the businesses changing needs? Similarly there should be a clearly documented process for monitoring and evaluating calls and all agents and team managers should be trained and familiar with all areas of quality monitoring and how to get the most from the system they have in place.

### Develop and maintain evaluation forms

Evaluation forms are at the heart of a good quality monitoring programme and when compiling them you need to ask yourself:

- Am I asking the right questions?
- Am I getting the required results? i.e. output which leads to a continuous coaching and development plan for my team
- Does the scoring mechanism allow agents to provide an 'outstanding' or 'WoW factor' service not just an 'average' or 'satisfactory' service?

### Evaluation Dispute Process

Agents need to be given the opportunity to dispute their evaluation if they feel they are not happy with any aspect of it. The dispute process allows the agent the opportunity to have their evaluation re-assessed by another

person if they are unhappy with the result. This way, agents feel they have more control over their call evaluation thus further empowering them to take ownership of their own quality.

### Agent Synergy Sessions

Synergy sessions involve groups of agents, team managers, CSMs and trainers listening to calls together to discuss call-handling techniques and evaluate the quality of the call. These sessions help reinforce quality standards and allow new and experienced agents to share experiences, best practice and provide a natural way to cross skill agents from different departments. Recent studies have shown that agents attending regular synergy sessions achieve anywhere from 5% to 20% higher quality scores than the overall contact centre.

### To create a successful quality-monitoring programme a contact centre must be able to:

**CAPTURE** - Be able to capture agent calls for quality monitoring purposes.

**EVALUATE** - Evaluate and score these calls against call evaluation standards.

**ANALYSE** - Produce meaningful quality monitoring reports for the various levels of the business.

**IMPROVE** - Then act on the information provided to better improve the service provided to customers.

