Case Study

Reducing AHT in an 800 seat call center

The Customer:

Name	**Rostelecom**
Industry	Telecommunications
Best known for	One of the largest telecommunications operators in Russia and
	Europe. The group operates in all segments of the telecommunications market, providing service to more than 34 million households.
	Rostelecom is the undisputed leader of the broadband and pay-TV markets in Russia, with over 10.6 million fixed-line broadband subscribers and over 7.5 million pay-TV subscribers.
Location	Ekaterinburg, Russia (Rostelecom Ural Division)
Contact center roles	• Technical support for fixed-line phone and Internet customers
	• Directory inquiries
	• Mobile operator support
Contact center platform	Cisco UCCE
Number of agents	1500
Year	2012

Description

The Technical Support Service Department in the call center processes approximately 600,000 calls per month.

At the start of the year, AHT (Average Handling Time) was 8:10 minutes.

Customer Quote

"Reducing the AHT by 1:35 minutes is a very good achievement for us, as it has a direct impact on our main operating costs. We can say that 30% of this saving was achieved by unifying the skill set of the agents, and 70% of the effect was reached by improved coaching and control.

Igor Buranov
Head of Distant Services Department,
MRF Ural, Rostelecom

The Challenge:

Target
AHT needed to be reduced as much as possible to reduce the operational cost per call.

The Results:

Primary Results
AHT was reduced by 95 seconds within 6 months of implementation.

8:10 minutes
reduced to
6:35 minutes

ZOOM Solution:

Analysis
Rostelecom identified two areas for improvement:

1. Training all agents to manage all technical support areas instead of using specialized subgroups. This enabled rapid agent redeployment when call conditions changed.

2. Implementing ZOOM ScoreCARD to increase QM productivity.

Recommendation
Both measures were implemented:

1. All agents were trained to manage various types of inquiries, thereby enabling flexible redeployment.

2. Procedures were clarified for the agents. They received direct and clear feedback. In addition, coaching processes were improved.

Deployed solution
ZOOM ScoreCARD.

ZOOM ScoreCARD

ZOOM ScoreCARD:

A comprehensive quality management solution designed to assess agent performance and improve the efficiency of coaching. Enhanced with Universal Player and Speech Analytics that allow the assessment process to be simplified while also offering a larger picture of overall performance.

More about ZOOM ScoreCARD: www.zoomint.com/contact-center-quality-management