

Case Study: Preparing the Contact Center for a New Application Rollout

At a Glance:

The Problem:

- Contact center preparation for mobile app rollout.

The Solution:

- Contact Center Roadmap
- Finding the points of failure to anticipate support requests

The Results:

- Phased rollout of the mobile app
- Comprehensive report on our findings and recommendations

Businesses in every industry are finding value in developing their own proprietary mobile applications for their customers. Even though building such an app is a challenge in and of itself, it also opens the door to obstacles and potential pitfalls. When one of our clients began the process of developing a mobile app, they soon realized that their contact center required preparation to troubleshoot and support the application.

The Problem

There were simply too many unknowns. The centralized contact center of the organization was tasked with offering customer support for the application, but that responsibility created its own set of challenges. The existing agents may be trained in customer service skills, but they weren't naturally experts in mobile application usability and troubleshooting.

Furthermore, due to the nature of the business, the app users would typically fall into one of two camps. They would either be young and possess a sophisticated level of computer literacy, or they would be senior citizens with little to no experience using mobile apps. That discrepancy in familiarity was going to create two very different conversations. Therefore, the agents would need to be trained on how to gauge and interact with these two audiences separately.

The stakes were high. If this new contact center would be unable to resolve the issues users were sure to have or be unable to ramp up their call capacity during the phased rollout, the client was sure to lose clients fast and squander the investment made in this application. As a result, the client contacted Mindsight for a Contact Center Roadmap to help prepare the business for these new challenges.

The Solution: Finding the Points of Failure

Our consultants quickly realized that the crux of the issue was that the agents will not know what to expect when taking calls about the app. In response, Mindsight became closely involved in the app development process, but not how you may think. Our role was not to steer the direction of the application but to observe, understand, and identify points of failure in the app. If you can accurately predict what design features,

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content, or functionality is going to create problems, you can better prepare the agents to respond. With our analysis and observations in hand, we guided the production of knowledge-based articles to facilitate agent training and assist the agents on the phone.

From there, we also built projection models illustrating how many support calls the business could expect to receive based on how many users had access to the application. Luckily, the client planned a phased rollout by distributing the app to only a fraction of their locations at a time. Our own research combined with audience estimates yielded a workable projection of how many calls the new contact should prepare for.

The Results

The app was rolled out to 3,500 patients in the first week and is set to expand to 35,000 by the end of the first month. The newly constructed contact center team had access to a number of knowledge-based articles, app training, and new call scripts to guide their interactions. In addition, Mindsight provided the client with a comprehensive report and analysis of our recommendations and findings. Using this consulting document, the app was successfully released to the public and the contact center was ready to take the calls as they came.

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