



Transforming Customer Service

Customer Service Improvement Programme

Situation

Following a review of a poorly performing contact centre which identified a wide range of operational, organisational, technical and cultural, Mpathy Plus were asked to manage a customer service improvement programme to rectify performance and create an improved customer experience.

Action

- ▲ Produced a programme for improvement across the organisation
- ▲ Developed the project governance including working groups for engagement of key stakeholders
- ▲ Initial focus on matching resources to demand
- ▲ Rebranded contact centre and relaunched as Customer Services Centre
- ▲ Implemented CRM across the organisation
- ▲ Removed IVR as no benefit to customers
- ▲ Implemented call recording for quality management
- ▲ Mapped and re-engineered processes with engagement with process owners
- ▲ Commenced measurement of customer satisfaction for customer service centre
- ▲ Developed technology requirements for customer interaction (including CRM, EDM, SMS, Telephony, CTI and others)
- ▲ Upgraded telephony for greater flexibility, functionality and resilience
- ▲ Supported procurement of out of hours service
- ▲ Mentoring

Result

- ▲ Contact Centre performance meeting/exceeding targets
- ▲ CRM being used across the organisation with workflow
- ▲ Major improvements to customer experience with smoother processes, improved quality of call handling and performance
- ▲ 75% of enquiries answered at first point of contact (increased from 30%)
- ▲ An organisation transformed from activity to being customer focused.

To find out more about Mpathy Plus, visit www.mpathyplus.co.uk, email us at info@mpathyplus.co.uk or call 08450 569800

Mpathy Customer Experience trading as Mpathy Plus.
Registered Office: Clover Cottage, Comhampton, Stourport on Severn, Worcestershire, DY13 9ST.