








Operational Review

An Independent Expert Analysis of Customer Relations









Situation

Virgin Trains operate in an environment with factors outside their control causing significant peaks and troughs in demand. The Customer Relations team deliver a multi-channel service dealing with customer enquiries 7 days a week. Increasing contact rates and the range of channels being supported have resulted in the current team being stretched in meeting their performance targets.

Action

-  Mpathy Plus appointed to provide an independent perspective of the West Coast operation through an operational review
-  Review consisted of interviews, call monitoring observations, analysis of data and reporting
-  On-site time spent with Leadership team and customer facing staff understanding industry context and specific deliverables
-  Multi-channel volumes assessed to understand trends
-  A key focus was on understanding customer demand across multiple channels to develop resource requirements
-  Review of current resourcing arrangements and salary levels
-  Identified systems/tools used and assessed against business requirements

Result

-  A comprehensive report detailing findings and recommendations from review at both strategic and operational levels
-  Provided customer service and contact centre expertise
-  Defined resource requirements including analysis of different scenarios to ensure efficient use of resources to meet demand
-  Identified alternative use of channels to deliver service that reduced demand
-  Proposed resourcing strategy included recruitment, reduced dependency on contract staff, salary progressions and structure
-  Identified different ways of working to reduce impact of demand and increase operational efficiency
-  Recommended upgrades to systems to improve efficiency, reduce demand and provide better quality management information to support future decision making
-  Recommendations detailing future strategy.

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