



omfax
Omfax Systems Limited

Keyfax Inter•View

Building the Business Case

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Building the Business Case

Delivering a high quality service to residents is high on the agenda for most social housing organisations but there is only so much that can be achieved through incremental improvements.

To make a transformational step, customer service has to be at the core of operations and needs to be backed up by the tools and capabilities that support customer interactions.

How do you build a business case for transforming Customer Service in this way, when so many of the benefits are soft and cannot be clearly measured in terms of Return on Investment (ROI)?

It is not what we think that is important, it is what the customer thinks.

What Does Excellent Service Look Like?

Residents benchmark your service, not on how much it has improved over the last year but how you compare to the customer experience they receive from others - the bank, the travel company or the retailer. This applies whether the service is delivered through the contact centre or online.

Personalised - Residents want a response that recognises them, not a 'one size fits all' approach. Therefore, knowing their history, if they are a leaseholder or have any special needs, is of paramount importance.

Convenient – Residents want to call or go online when it is convenient for them. Therefore, providing services available 24/7 is vital, across multiple channels. You need to make it easy for residents to contact you and, if they call, to answer their call quickly - half of residents rank short queue times as being an important factor.

Choice – Almost two thirds of residents prefer to have a personal call with an advisor but increasingly, many are happy to deal with straightforward transactions online. Most want to access the service in a way that best suits them.

Knowledgeable – Residents place high importance on the ability of the person answering their call being able to handle the whole enquiry; the same applies to online services. Residents expect the service to provide the answers and assistance they seek.

Effective – Having their enquiry resolved during the initial call or through the online service, is the top ranking expectation of residents. Residents see first call resolution as a critical factor. It makes the contact centre more efficient, ensures online enquiries are fulfilled, and significantly improves the customer experience.

These are all great aspirations but how do social landlords deliver this while working with ever tightening budgets?

How do you:

- *Make the knowledge of your experts instantly available to your advisors and residents online*
- *Provide a consistent, fair and high level of service to your residents 24 hours a day, 7 days a week*
- *Provide a personalised service to 1,000's of callers*
- *Reduce call durations, increase first call resolution and improve the quality of your service*
- *Reduce call volumes and avoidable calls*
- *Perform transactions and provide services at the fraction of the cost of live interactions*

**These can all be achieved with
call flow intelligence from Keyfax Inter•View**

Expected Improvements in Contact Centre Productivity

Call flow intelligence from **Keyfax Inter•View** delivers very real and tangible productivity improvements for the contact centre, reducing call durations, increasing first call resolution, reducing the number of required follow-up calls and reducing the number of repeat or avoidable calls.

Increase In First Call Resolution - by empowering advisors with all the information they need, you are, in effect, making them an expert and ensuring that they are able to deal with a higher proportion of enquiries at first contact. Call flow ensures they do not need to refer the call to someone else or have to call the customer back.

Reduced Repeat Call - an increase in first call resolution produces a reduction in repeat calls, releasing precious capacity in the contact centre.

Reduced Call Duration - by utilising Keyfax call flow intelligence, you are able to transform the way you handle every customer call. Questions that are irrelevant for that resident, or that particular enquiry, are never asked; information is automatically obtained from back office systems, saving time in looking this up and saving costs for incorrect service requests (for example work covered by warranty).

The following scenarios are based on a social housing contact centre of 20 full-time advisors with an average call duration of 4 minutes, wrap-time of 2 minutes and idle time between calls of 2 minutes.

The Impact of Increased First Call Resolution

Is it not untypical for a third of calls to a contact centre to be repeat or avoidable calls.

With the use of **Keyfax Inter•View**, avoidable calls can be reduced by 50%:

Increase in Contact Centre Capacity = 12%
This is equivalent to a saving of 2.5 advisors.



CONTACT CENTRE SAVINGS
20%

The Impact of Reduced Call Duration

With the use of **Keyfax Inter•View**, average call durations can be reduced by an average 30 seconds:

Increase in Contact Centre Capacity = 8%
This is equivalent to a saving of 1.5 advisors.



EQUIVALENT TO
TOTAL POTENTIAL SAVINGS
£100,000

Impact of Online Self-service

£8.23



face-to-face

£3.21



telephone contact

39p



web transaction

Based on a stock of 5,500 properties

TOTAL POTENTIAL SAVINGS

£62,000

On average there are some 4 repairs per property per year.

With the use of **Keyfax Inter•View OnLine**, 20% of repairs could be logged through the **online service**, rather than through the contact centre.

Expected Improvements in Organisational Productivity

Removing Calls To Departmental Specialists - by enabling the contact centre to handle a higher proportion of enquiries, conduct initial information gathering, follow-up for additional information, as well as handle calls from customers chasing progress, departmental specialists are freed from a significant proportion of the enquiries that are better suited to the contact centre.

Reducing Workload of Departmental Specialists - it is not just the time taken with the tasks described that reduces the workload of the departmental specialist but the unproductive time associated with the tasks - the time wasted trying to reach a resident, the time taken missing calls and having to call the resident back, the time taken collecting base information that should already be known.

The following scenarios are based on a 60 departmental specialist dealing with, on average, 10 interactions with customers per day, with an average call duration of 15 minutes and average call wrap-up time of 8 minutes each.

The Impact of Reduction of Calls

With the use of **Keyfax Inter•View**, 25% of these calls could be handled by the contact centre at first point of contact:

Time Saved By Departmental Specialist Per Day = 60 minutes, equivalent to 15% of the working time freed-up.



SAVINGS

20%

The Impact of Reduced Call Duration

By utilising **Keyfax Inter•View** in the contact centre to gather information for the departmental specialist, calls still handled by these specialists would reduce in length by on average 15%:

Additional Time Saved By Departmental Specialists Per Day = 21 minutes, equivalent to 5% of the working time freed-up.



EQUIVALENT
TO

TOTAL POTENTIAL
SAVINGS
£250,000



Impact On Organisation-wide Effectiveness

Efficiency is all about doing more with the same resources; effectiveness is about doing these things right in the contact centre. It is about ensuring that repairs and enquiries are accurately defined and allocated, and cases are comprehensively captured and managed.

By deploying call flow intelligence with **Keyfax Inter•View**, contact centres and on-line services are able to get more things right first time, which has a significant impact on both the productivity and the effectiveness of the whole organisation in delivering service to the customer.

Increase In Repairs Completed During Initial Visit - the completion of information collected and its accurate categorisation is especially critical for housing repairs. Correctly defining what repair is required, ensures that the right operative with the right tools, material and time allocated, can be sent to the property and therefore, complete more jobs within a single visit.

Reduction In Secondary Calls - ensuring that the user, whether advisor or resident online, provides all of the information required by the department delivering the service, reduces the need for a second or third call having to be placed to the resident. This significantly streamlines processes and reduces workload at the departmental level and the frustration of users.

Reduction In Average Case Duration - ensuring that the right information is comprehensively and accurately collected, the contact centre and the online service has a major impact on streamlining processes and reducing the average time taken to process and close customer cases.

Impact on Customer Experience

It is not just the improvements in productivity and subsequent increase in capacity that is delivered through **Keyfax Inter•View**. All the factors described in previous sections combine, to deliver a transformational impact on the customer experience – delivering more of what the resident wants.

Accessibility - through improved efficiency and increased capacity within the contact centre, queuing time is reduced and residents are answered quicker. Adding the same level of service to the online experience not only increases capacity but opens up services.

Knowledgeable - empowering advisors and residents with call flow intelligence gives them access to the information and knowledge that they need to deal with the individual enquiry, ensuring that every answer is right for that resident, every time.

Understanding - placing intelligence within front-end system not only guarantees that it is used but also that less time is spent by advisors searching within different systems, or by residents repeating already known information. The system takes care of it all, enabling users to focus on describing the query or problem.

Effective - by applying consistent guidance to every contact, service delivery becomes far more effective. Customer service is transformed and is able to consistently deliver a high quality service and the correct outcome for each and every contact.

“Keyfax has allowed us to extend our contact centre service with confidence.”

“Keyfax makes life easier for everyone. Staff feel more comfortable, as it gives them the answers they need.”

“Keyfax was an important element in helping us to improve our customer service and was a major factor in us achieving our 3-star status.”

“Keyfax was vital to our self-service development, giving us the confidence that online service requests could be accepted without further intervention.”

Staff Morale, Retention & Training

An advisor that is equipped with the right tools to do their work effectively is happier, less likely to take time off sick, or leave the organisation, and requires far less ongoing training.

The following scenarios are based on a social housing contact centre of 20 full-time advisors, with an average call duration of 4 minutes, wrap-time of 2 minutes and idle time between calls of 2 minutes.



Fewer Training Days - with **Keyfax Inter•View**, you are placing greater intelligence in the front-end system that your advisors use, reducing the amount of both initial and ongoing training required. Advisors do not have to remember technical detail, the system holds this; they do not have to be updated on policy change, this is automatically reflected in the system; and they do not have to understand every back-end system, as the front-end shields them from this.

Reduction In Training Days

If we assume that the average training days required for each agent is 6 per year, then this equates to 120 days per year of lost capacity. With the use of **Keyfax Inter•View**, this can be reduced by 50%, meaning you gain the equivalent of 60 agent days back per year, as well as free-up valuable management time.

POTENTIAL SAVING

£6,000



Improved Retention - when an advisor leaves your contact centre, it is not just their experience you lose, but also their productivity. It takes time and money to get a new advisor up to speed. With **Keyfax Inter•View**, advisors are less stressed and therefore less likely to leave and, if they do, then the time to full-effectiveness of new advisors is significantly reduced.

Increase In Retention

If we assume an annual attrition rate of 20% within the contact centre and the lost productivity of replacing an advisor being approximately 30 days, then a contact centre will lose 120 days per year through attrition, the equivalent of over 50% of a full-time advisor. With the use of **Keyfax Inter•View**, this could be reduced by 50%, saving 60 agent days per year.

POTENTIAL SAVING

£6,000



Fewer Sick Days - for every day an advisor is off sick, you are faced with reduced capacity in your contact centre. An average absence through sickness of 5 days per year reduces contact centre capacity by 2.2%. Our **Keyfax Inter•View** clients report that their advisors are much happier in their role since they started using **Keyfax Inter•View** and this results in fewer sick days.

Reducing Sick Days

If the average number of sick days for a contact centre advisor is 10 days per year, then this equates to 200 advisor days per year in lost capacity. With the use of **Keyfax Inter•View**, this could be reduced by 40%, saving 80 advisor days per year.

POTENTIAL SAVING

£6,000

TOTAL POTENTIAL SAVINGS

£20,500

Flexibility • Scalability

One of the only constant factors is change. So, flexibility has been built into the design of Inter•View. Authorised non-technical users can be trained to quickly and easily modify each call pathway to improve call flows or accommodate changes in service practices and such changes are made instantly available to advisors. New call pathways can be readily created to accommodate new topics to be handled by the contact centre, ensuring the advisors capability to absorb new enquiry types into the front-line operation.

Integrated Solution

Inter•View is designed to work seamlessly with your current CRM or Operations Management system. Industry standard interfaces are utilised for these applications to launch Inter•View and pass through key call and customer related data. Once the enquiry process has been completed within Inter•View, details of the enquiry that have been collected, and any additional customer information, are all automatically passed back to the calling application.

About Omfax

Omfax Systems is a leading provider of information solutions for customer services. We offer a portfolio of innovative products and services that bring unrivalled clarity, consistency and efficiency to communication with customers.

Our clients are progressive and forward thinking, and choose Omfax because of our in-depth knowledge of customer contact services and our ability to implement solutions to improve and enhance customer service.

We have worked extensively with housing associations, local authorities and facilities contractors, as well as with a range of other organisations and agencies, such as schools, colleges and health care trusts.



Want more information

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