NEXVU TECHNOLOGIES

CASE STUDY

# Contact Center Calls on NEXVU Technologies to Help Improve Agent Productivity

## Introduction:

As a multi-billion dollar, global provider of IT and business process services, this Fortune 500 organization maintains an extensive customer list. Knowing it is far more costly to acquire a new customer than to keep an existing one, a key tenet of its business strategy is customer retention. One of the most visible areas where this strategy plays out is in its contact center, which handles thousands of inquiries over the phone and the Internet each day.

The key metric used to measure the productivity of agents in the contact center is average handling time (AHT), a measurement of the amount of time an agent spends directly with the customer. These agents are often the only touch point between the services provider and its customers, so their performance reflects on the entire organization. As a result, it is important to handle each call quickly in order to maintain a high perception of the organization's overall effectiveness and assure greater customer satisfaction.

All contact center agents were using a Customer Relationship Management (CRM) application to manage phone calls and Internet interactions, as well as draw customer and other data to use during the calls. It was being used as a wide area application.

## The Challenge:

Average handling times in the organization's Southwestern contact center were varying widely, and with no discernable pattern. Contact center managers were having difficulty managing agent productivity as they couldn't tie performance drops to agent behavior. In other words, it wasn't a particular agent or group of agents who would experience productivity losses.

With the human factor eliminated, the services provider needed to look at the technology being used within the contact center. Network management tools showed that the application was available to agents during the down periods so they knew it wasn't a network problem. What they needed was a way to measure the response time of the CRM application to see how it was performing at given times for various agents, and whether there was a correlation between application performance and agent productivity.

If the application is running slower than expected, average handling times will rise despite the agents' best efforts to expedite them. This will result in reduced customer satisfaction and higher operating costs.

## The Solution:

The solution provider brought in NEXVU Technologies to look at a specific group of agents over a period of a few days to determine if immediate productivity gains could be achieved. NEXVU's services group installed the company's Application Performance Analyzer, then actively charted data about the CRM customer service application. They were looking not only for the cause of any application slowdowns, but how the problem could be fixed quickly – and how similar problems could be prevented in the future.

After a five-day discovery period, NEXVU's services group determined that the cause of the slowdown lay in the application architecture. Although it was being used as a wide area application, it was not written as one. The programmers hadn't expected it to handle the volume of traffic it was subjected to, and so the design was more narrowly focused.

The first step toward resolving the slowdowns is to rewrite the application so the architecture matches the use. This action will provide the immediate fix. The solution provider, however, recognizes that there will be other potential concerns that may surface.

## The Solution (Cont.)

To minimize slowdowns of the CRM software application in the contact center, the company will be installing the NEXVU Application Performance Analyzer on the network where it will monitor application performance 24x7. Performance thresholds will be set with the assistance of the NEXVU Services group. When application performance begins approaching the threshold, key IT operations personnel will be notified so that corrective actions can be implemented before problems appear at the user level.

### The Benefits:

The entire process, from initial discovery to a fully realized solution, took approximately three weeks. As the customer implements the fix that was identified during the analysis phase, they expect to gain a minimum of 10% to 20% in employee productivity simply as a result of improved response time for the CRM application. As the number of employees in the contact center is significant, the cost savings will provide an immediate and ongoing return on investment. Additional productivity gains are also expected as the NEXVU Application Performance Analyzer discovers and reports on additional application slowdowns over time.

The resulting improvements in AHT will have management benefits as well. Contact center managers will have the technology variable eliminated when evaluating agent performance and making determinations regarding the number of agents needed on the floor. This will simplify scheduling, and place the contact center in a better position to fulfill its mission of being a key customer retention strategy. AHTs are already being reduced overall, and customer satisfaction is on the rise. Finally, calls to the help desk have been reduced significantly, lowering yet another operating cost.

The solution provider's contact center is convinced the call to NEXVU Technologies is one of the best they've made. They state they're looking forward to finding additional areas for improvement.

### About NEXVU Technologies

NEXVU's network and application performance management solution provides insight that enables organizations to improve service, minimize risk and increase the value of their computing environments through the continuous real-time monitoring of application performance, availability and end-user experience. For more information, contact NEXVU Technologies, 50 East Commerce Drive, Suite A, Schaumburg, Illinois 60173; Phone 630-872-5800; www.nexvu.com.

## Contact Information

NEXVU Corporate Headquarters
50 East Commerce Drive, Suite A,
Schaumburg, IL 60173

Tel. 630-872-5800 • Fax 630.872.5801 • www.nexvu.com