



HGS Client Analytics Platform drives 40% improvement in reporting efficiency

The Client

As one of the leading tobacco marketers, the client has enjoyed a long-established working relationship with HGS in customer care support. Since 2011, this partnership has been strong, with a well-aligned leadership team to plan and achieve objectives. HGS has collaborated closely with the client to support its growth plans.

Challenges

The initial scope of the relationship was limited to HGS providing static switch reports, quality reports and workforce management (WFM) reports. This would help the client to measure basic operational metrics required to run the business.

The reports provided to the client in the past were manual and required a two-week turnaround time. As the reports were combined manually from disparate systems, the reports were outdated and inaccurate. Even a single change in queries would take another two weeks for the data output. There was an urgent need to create dynamic and automated reports that would help with quick decision making, which directly impacted the queries coming into their call centers.

Strategy

HGS Digital was brought in to help the client in getting disparate systems to talk to each other and collecting insights from the data provided. HGS defined key metrics to measure the operational performance of the call center with data from switch, quality and workforce management (see figure 1). Combined with the client's CRM data, this operational data resulted in valuable insights about call drivers, customer inquiries and potential resolutions.

Figure 1 - Key Operational Metrics



Call Metrics	Offered Calls	Handled Calls/ (Answered Calls)	Abandon Calls	Answered Calls	Transferred Calls	Call Work Minutes
	Talk Time Minutes	Handle Time Minutes	Hold Time Minutes	Call Wait Time	Avg Talk Time	Avg Hold Time
	Avg Handled Time (AHT)	Avg Speed of Answer	Avg Delay to Abandon	Abn %	Service Level	Held Calls
Quality	Quality Evals	Evals Per Agent	Quality Score - Phone, Email, Chat	Fatal Error	Quality Score by Category & Form Type	Quality Score by Product
WFH	Total Shrinkage	Scheduled/ Unscheduled Absence	Breaks & Training Hours	Overall Attrition & Early Attrition	Emp V. Bus Initiate / Location Attrition	Schedule Adherence/ Conformance



Proposed Solution

Given the need for these kinds of advanced data and insights, the HGS Client Analytics Platform (CAP) was a natural fit. With ready access to the client's pre-existing data within HGS systems and working relationship with their IT and data teams, HGS hit the ground running.

CAP is an easy-to-access, highly accurate and user-friendly analytics platform that enables HGS Digital to introduce higher-value data analytics services. It provides clients with beautifully designed and highly-configurable dashboard reporting with drill-down analytics capabilities via cloud-based platform. In other words, it's a one-stop-shop for client services analytics.

Quick decisions backed by real-time data

The data provided by CAP can help in identifying trends on why consumers are calling the call centers- for instance, a potential product liability. CAP helps identify and categorize the calls, check the changes that are made to address the concerns and quickly make changes in the IVR helpline. This then helps determine whether it impacts customer queries in a positive or negative way.

Consider this example of how the CAP platform helps identify a problem area and address it through changes. An analysis of the customer requirement showed a week-over-week increase in calls inquiring about shipping. It was quickly determined that the fulfilment process needed correction to get the product to the consumers. By being able to quickly identify and remedy the situation, the client was able to prevent loss of sales and create satisfied customers.

Results



Bottom-line result: 40% improvement in client reporting efficiency

With CAP, the data churned out was not just accurate but near real-time. With all the information already fed into the systems in an automated fashion, data parameters could be changed as needed. More importantly, with the data source feeding directly into the system, there is improved data accuracy leading to more reliable reports. This has transformed the way the client makes decisions.

Data that would initially take weeks with a team spending 80 manual hours on the report is now being generated digitally in real time with no manual intervention. The team which was responsible for creating these reports is now analyzing and culling insights from the reports. A simple change of output enabled higher tier work and saved costs for the client.

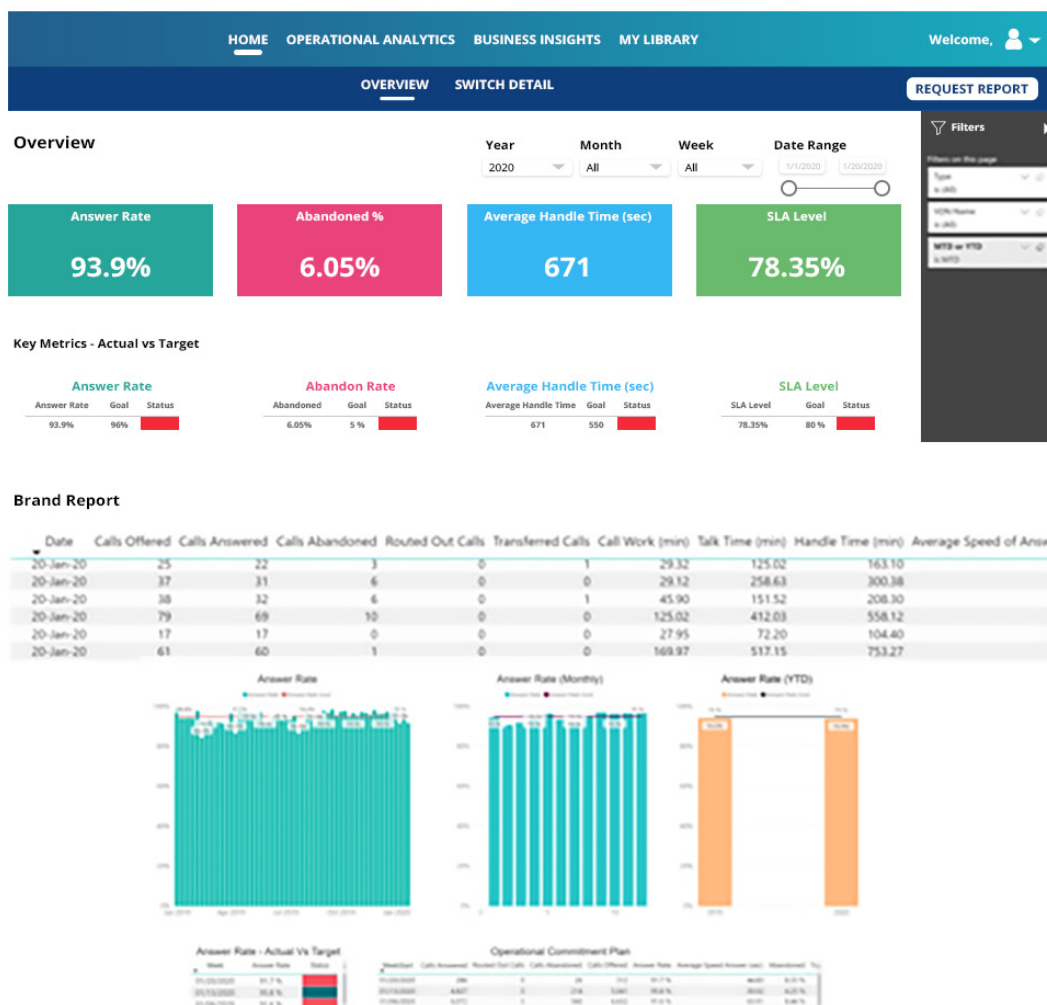
Looking Ahead

The client views HGS as a valued, integral transformation partner. While CRM data is currently manually fed into the system, HGS will soon have direct access to their data - enabling real-time reporting rather than near real-time.

The CAP dashboard houses all the information regarding the partnership including invoices, contracts, QBR reports, acting like a one-stop destination for anything dealing with HGS (see figure 2).

The future roadmap includes adding data from an E-commerce tool into the portal for better insights into the client's sales data. The more data sets that are added to the platform, the better the client will be able to understand the 360-view of the customer that helps with improved customer satisfaction and higher revenue.

Figure 2 – Client Analytics Platform



About HGS

A global leader in business process management (BPM) and optimizing the customer experience lifecycle, HGS is helping make its clients more competitive every day. HGS combines technology-powered services in automation, analytics and digital with domain expertise focusing on back office processing, contact centers and HRO solutions to deliver transformational impact to clients.

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