



Case Study

Government

TeleTech Improves Productivity and Service for UK Government Agencies



9197 South Peoria Street
Englewood, Colorado 80112 5833

303 397 8100 or +1 800 TeleTech

www.telettech.com
Nasdaq:TTEC

Good customer care builds a brand presence for all organizations, from retail establishments to government agencies. This was the case for 55 United Kingdom government, rail, and prison agencies, which engaged one of the world's largest telecommunications companies to provide switchboard services. However, the switchboard was isolated from the rest of the operations, an arrangement that hindered productivity and performance. Service levels were running at 75% of all calls offered and call abandonment rate was 9%. To create a favorable brand presence, the UK agencies needed improvements on multiple fronts.

TeleTech Solution

The UK government's telecommunications provider needed a partner with high level customer service skills and the ability to operate a call center 24 X 7. Another requirement was familiarity with UK union regulations and labor practices involving the transfer of employees from one company to another. TeleTech was selected by the provider because of our proven operational track record as well as our deep familiarity with United Kingdom methods and regulations.

We began this partnership by analyzing the staffing plan, program, and schedule to make sure the required service levels could be delivered during each time period. Within three months, we had improved service levels by 20%. We accomplished this by changing shift patterns and revising the number of staff members assigned to each shift. Furthermore, we implemented an attendance management process that measured individual performance and productivity. As well, call length was reduced with quality analysis and updated staff training.

These measures delivered positive results. We improved service levels to 90% of calls answered within 15 seconds or less. Additionally, we have exceeded monthly service targets for 18 consecutive months.

02

TeleTech Improves Productivity and Service for UK Government Agencies



TeleTech®

Training Gains

Training and recruiting played a major role in improving the level of service. We upgraded training for both new and existing staff members to ensure that calls were handled in a timely manner. In addition, we cross-trained employees on all types of calls so that even during holidays and sick leave, knowledgeable agents were available to handle calls. Weekly test calls by an independent agency verified that we consistently maintained the required standards.

- Within three months we improved service levels by 20%. Today, the average service level is 90% of calls answered within 15 seconds.

Labor Considerations

A solid relationship with the union contributed to our improved performance. We held quarterly staff meetings with union leadership to gain input and ensure all process changes were conducted within union guidelines.

Long Term Results

TeleTech's many improvements have paid off. When the program started in January 2002, we served 55 government departments; today that number has grown by 15%. 105 FTEs handle a volume of 250,000 calls per month. Additionally, customers who contact UK government agencies are served by an agent who can handle their transactions and questions promptly and professionally. Our comprehensive solution of training, optimum staffing, a solid relationship with the labor union, and an understanding of our client's business has transformed the government agencies' brand recognition from low level to top of the line.

North America

Latin America

Europe

Asia-Pacific

