corebridge ®

integrated communications

Turning impact into opportunity
Incoming call optimisation in sales and customer services department

QUIKSILVER

Quiksilver business requirement

In order to limit their effect on the business, Quiksilver wanted to identify the number of calls made to its call centre that were lost and abandoned. Every missed call resulted in unresolved customer issues, which impacted negatively on customer satisfaction and affected Quiksilver's image.

Quiksilver needed a tool that was simple to use, did not require any change in their existing infrastructure, integrated into their existing information systems and enabled new call management procedures.

Quiksilver aimed to implement a system that would:

> increase efficiency by identifying the caller as soon as the phone rang;

> reduce unproductive communication time by giving customer service agents current information at the moment they needed it; and

> improve call queue management by

  – establishing incoming caller priorities; and

  – directing calls in a queue to operator groups, according to the callers' identity.

Additionally, Quiksilver required a statistics management tool that would help to improve productivity by detailed analysis of lists of daily calls which showed

> numbers of calls on hold

> numbers of missed calls

> average waiting time per call; and

> average calling time.

Each of these statistics was to be presented with reference to customer types, market segments and other appropriate criteria.

The value to Quiksilver of the tool developed by Corebridge is realised in its:

> reduction and optimisation of call times;

> identification and processing of missed calls on Alcatel's CCD; and

> capacity to increase the number of processed calls per user per day.

The Corebridge solution

Corebridge responded to Quiksilver's need by implementing a solution that was based on the company's existing architecture.

Corebridge provides the following functions for Quiksilver.

> All incoming and outgoing calls, e-mails, SMSes and voicemail are logged automatically and can be extracted from the system easily.

> Missed and unanswered calls are logged automatically. They are displayed to the user and can be sorted by type (i.e. incoming calls, outgoing calls, missed calls, etc).

> Call centre agents are notified of missed calls by e-mail.

> The time of calls is logged, as is their duration. This information can be integrated easily with a billing or statistics application.

> Following a call, an e-mail, fax or SMS can be generated with the e-mail address of the person who called.

> If contact details are known prior to the call, third-party applications can be launched showing information about the person who has called. Uniquely, Corebridge's solution delivers this identification so quickly that it is able to provide information when calls are missed or abandoned.

When their phone is ringing, an agent can open:

> the caller's contact details,

> an accounting application with details on latest payments or disputed invoices; and

> a sales management application with ongoing order details and expected delivery dates.

On answering a call, the user is shown the caller's identity and is offered access to the most common data elements that are needed to respond effectively to customer queries. Using the Corebridge solution, the time required to access data drops considerably.

Alcatel CCD queue interface

Corebridge automatically notifies agents of the calls held on Alcatel's CCD waiting queue.

In the Windows task bar, a flashing icon notifies the agent of calls in the queue that are destined for them. The agent is able to select the icon to see information related to these calls. When the call goes into the queue, it is also possible to display a pop-up window automatically, which allows early identification of VIPs or other customers.

Using the standard CSTA monitoring engine, Corebridge is able to supervise the Alcatel CCD's queue and it detects all abandoned or missed incoming calls.

The Corebridge server refers all information about missed calls to the specified agent's call log on the Alcatel CCD in real time. In addition, an agent is also notified by e-mail after each missed call so that these may be followed up, turning what was once a negative impact into a positive opportunity.

The Corebridge advantage

Technical
The system is 'non-intrusive'. It does not modify any existing Information System whatsoever. It behaves as a high-level independent application layer.

The Corebridge solution is compatible with the market's major database solutions (notably Oracle, DB2 and SQL) and its main ERPs, such as MOVEX, JDE and SAP.

At its core, it constitutes a communication platform that bridges information systems (databases, line-of-business applications) and telephony systems, by integrating with either the Lotus Notes or Microsoft Exchange messaging systems.

For sales management, the Corebridge solution synchronizes client contact details from the Oracle database with the meta-directory.

Functionality
Corebridge is a comprehensive solution, which can work for all employees in a company.

It integrates with Lotus Notes and Microsoft Exchange to offer users enhanced unified communication services. The objective is to increase efficiency in communications and workgroups, to improve the quality of customer relationships and enhance the performance of operational processes.

The objective is to offer a simple, user-friendly interface that provides unified and dynamic access to all information systems, communication sources and applications irrespective of where they are located in an organisation or the workstation used.

The result

"Corebridge understood our expectations completely and have delivered a solution which perfectly meets our needs"

Tanguy Honore Head of Sales and Customer Services, Quiksilver Europe.