



# Optimizing the Customer Contact Center

## A BridgePoint Case Study

### THE SITUATION

Our client desired to evaluate the productivity and effectiveness of the participant contact center. The goal was to identify areas of opportunity for significant scale and efficiency improvements that were actionable and in alignment with the culture and values of the organization.

#### Key Facts Highlighting Our Client's Challenge:

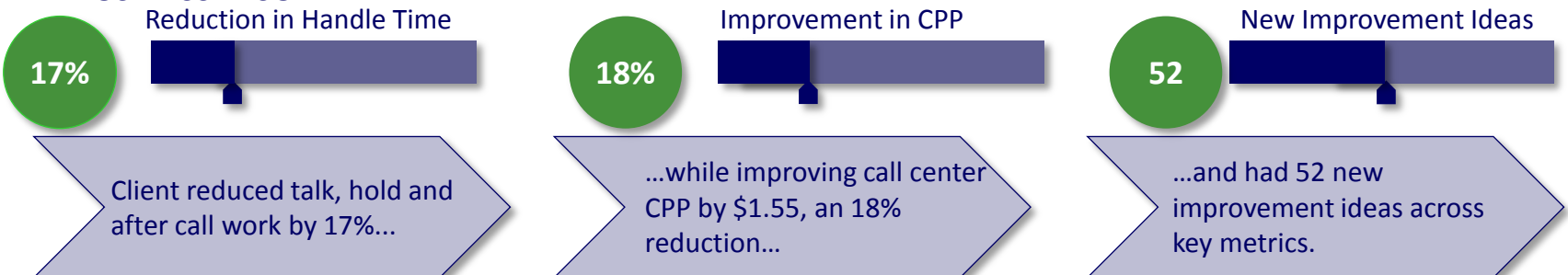
Average call handle time too high	Lacked competitiveness
54% of activities were considered low or no value	Disproportionate service level ratios
Service time exceeded competition by 6%	Not at parity with the market

### THE APPROACH

By optimizing the results of the analysis across both demand (call maximization) and supply (representative maximization), the client took a recommended 4-step approach. First, they analyzed the baseline of Direct Cost Pools. Second, they determined Opportunity Sets. Third, they applied a customer value lens and finally, they used relevant industry benchmarks to target specific actions.

Using these findings, they established Key Performance Indicators in order to determine how best to reduce the total number of calls, increase self-service, increase first call resolutions (FCR), reduce full time employees, reduce low or no value activities and increase utilization rates.

### THE BUSINESS RESULT



**The client was able to generate \$3.6M in net savings and reduce full time headcount by 54, resulting in a more efficient call center with increased profitability.**

\*Anticipated results based on projections