



Call Reduction

Historically Contact Centres have been focused on throughput

Technology, training and management methodology has focused on increasing the volume of calls that can be successfully managed at the lowest cost.

This strategy is changing, with contact centres now focusing on the value of customer contact.

Call migration, call reduction and contact value analysis initiatives are common-place, all focusing on reducing non-value customer contact and increasing income-generating calls.

A focus on customer experience and the migration to a sales rather than service environment requires agents to invest more time with customers during a call. AHT (average handling time) is less important - resolving queries first time, identifying and then converting sales opportunities are all vital components to profitability.

Call Reduction

Nuqleus 3D is a software tool that automates the capture and analysis of the content and substance of every activity and interaction with a process or customer within your operation.

Nuqleus enables the detailed measurement of processes and productivity, providing you with accurate and insightful Operational Intelligence for a better understanding of exactly what is happening, why it is happening and how you can drive performance improvements.

Nuqleus complements and integrates with your existing Business Intelligence tools and reports, providing you with a truly three-dimensional view of your operation.

Reducing calls is easy, but reducing the right calls is the challenge...

Nuqleus 3D is configured to automatically respond to events in other desktop applications and your telephony system. Nuqleus independently captures details of the call in structured process metrics (tasks). As well as quantifying the volume and actual time taken per task in real-time, Nuqleus can instruct a staff member to 'drill-down' to qualify different aspects about the task.

It does this by building question-based scripts that can be answered quickly on the task's completion to capture the measures relevant to the operation at that time.

Agents often have intimate insight into the 'reasons' behind customer calls - they have just spent time talking with this individual, one-to-one. This agent knowledge is generally not measured real-time, and once the next call is underway is regularly lost.

Understanding why customers call is the first step in qualifying which calls 'should' be removed. Process change, literature change and marketing change can then be required in order to instigate this reduction.

Nuqleus measures throughout this cycle of change, reporting on the success of initiatives as they happen. Regularly a change to one process - achieving a reduction to a specific call type - results in an increase in another area of the business. Nuqleus provides historic and real-time information, enabling management to compare specific improvement initiatives against long-term trends.

Reduce cost and increase customer experience through the same initiative – reduce non value adding calls...

Nuqleus provides both real-time and retrospective reports, supporting management in key decision-making to effect improvements in their contact environment.



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