



a series of case studies that demonstrate ICR's unique approach to problem solving and enhancing the operations of the country's leading customer-focused businesses.



← No. 2 ntl:

How we converted an operator-handled, six minute call into an 81 second automated task - efficiency of resource plus an enhanced customer experience

Background

ntl views it's job as making people's lives easier and more rewarding by providing them with simple, clever and affordable tools for keeping in touch, entertained and informed. Their aim: to become a single source supplier of telephone, internet and increasingly, digital TV services.

The Challenge

As ntl expanded, consumer interest quite naturally increased and call centres had to handle more and more calls requesting information about prices and packages available. A customer call took, on average over 6 minutes to handle, lengthening call queues and increasing the number of staff required to handle enquiries.

The Solution

Leading edge technology was key to maintaining and developing high customer service levels. ntl implemented ICR's an automated fulfilment system that identified

who the customer was and their full postal address using speech recognition. As the whole process was automated, it removed both a large number of calls from the call centre and a significant back office function.

The Benefits

- The volumes of calls handled by agents reduced by as much as 8%. This led to shorter queuing times and increased customer satisfaction.
- The system operates 24/7 52 weeks a year.

The Figures

During the period of the trial some 19,623 calls were processed - less than 4% needed any agent intervention.

The average call duration fell from over 360 seconds down to 81 seconds.

ROI - recovered costs, more effective deployment of resource, more calls answered and happier customers with less waiting time.



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