A Call Center Story

A company has 35 agents at the call center. They are responsible for providing Technical Support and Customer Care to customers in multiple countries and 24/7/365. The Call Center experiences 30% churn every year. The product sold by the company includes both Hardware and Software components. It takes Agents about one month to become fully proficient in answering questions about the products, services and the company. To help the agents, the company created a set of template emails designed to answer the most frequently asked questions by customers. The email templates did help, but it was not easy for agents to find the right email that matched with the situation they were trying to handle. To solve this problem, the Call Center Manager tried to organize the email templates in categories, they also tried a search engine, but nothing really worked.   The company was looking for a way to resolve the following problems: a) Reduce the time to make an Agent proficient b) Reduce agents churn c) Reduce Average Handle Time (AHT) d) Improve compliance of the agents with corporate policies when answering customers questions e) Easily understand what questions are most frequently asked by customers, without adding yet another task to the agents' busy schedule. The Call Center Manager heard about Artificial Intelligence and Chat Bots and how they could help improving efficiency at the Call Center. After a considering a few vendors in the space, they selected a platform by noHold, Inc., a company who has been specializing in AI since 1999 and has a platform called SICURA™, market tested by some of the biggest brands in the world, Cisco, Dell, Intel, etc. The Call Center Manager choice fell on SICURA QuickStart, the version of the platform designed specifically for Small Businesses and teams within large organization. The Call Center Manger signed up for an account online, reviewed one 3 minutes clip to learn how to use Albert, the Bot persona for QuickStart. She collected all the email templates in one MS Word® document. She used the UI editor to modify the look of Albert to match her company branding. She then ingested in two minutes the Word document and taught Albert about the company's email template. She then shared the Albert URL with her team at the Call Center and from the moment on all agents had access to Albert, the new member of the team who was a specialist at everything contained in the email templates. Agents are using Albert while replying to customers emails, but also while they are on the phone. Specifically the Call Center Manager achieved the following objectives: a) They reduced the time to get an agent up to speed from one month to one week b) Agents were excited to get a tool that made their job easier and more fun. Churn dropped from 33% to 23% c) Because Albert delivered information to the agents' fingertips in real time, AHT dropped by 12 points d) Consistency and compliance of the information delivered by the agents improved significantly to about 91% because agents were all leveraging one single source of information e) Albert provides specific reporting on how many questions agents ask every day and what are most of the questions about. This helps the Call Center Manager make sure that the company is always ahead of what is needed to make the agents successful. In summary Albert took less than an hour to set up and it paid for itself upon launch. Most of all, Albert helped the Call Center Manager with the constant challenge of onboarding and training new agents necessary to keep the Call Center fully staffed.