Diners Club achieves more dials per seat with Hostcomm ContactPro Hosted Dialler

Diners Club wanted to increase agent performance in its contact centre. The company needed each agent to complete more calls and spend less time wrapping up each call before moving to the next one. To do this it needed a better solution than the click-to-dial function within its Salesforce customer relationship management (CRM) system. Click to dial only works as fast as each agent chooses to click.

Goals

- ✓ Increase agent performance
- ✓ Increased contact rates
- ✓ Reduce time spent wrapping up calls
- ✓ Improve reporting capabilities
- ✓ Greater access to KPIs
- ✓ Improved customer experience
- ✓ Better data management

Hostcomm Services

- ✚ ContactPro hosted dialler

Diners Club is a charge card company formed in 1950 by Frank X McNamara, Ralph Schneider and Matty Simmons. It was the first independent credit card company in the world, and it established the concept of a self-sufficient company, producing credit cards for travel and entertainment.

HTTP://WWW.DINERSCLUB.CO.UK

> " *KPIs are incredibly important for Diners Club to measure the performance levels in our contact centre* "
>
> Contact Centre Manager, Diners Club

THE CHALLENGE

Diners Club Contact Centre Manager wanted to control the pace of outbound dialling. She needed a dialler to generate a steady flow of connected calls for her team and help encourage more productive calling. She also wanted to improve reporting for greater visibility of agent and campaign performance. This way, the Contact Centre Manager could review how time was spent on calls and adjust agent training and development accordingly.

she says: "KPIs are incredibly important for Diners Club to measure the performance levels in our contact centre."

Diners Club, IT Manager was keen to ensure the chosen solution was compatible with the company's existing infrastructure and handsets. The system needed to fit within existing budgets and not incur large implementation costs.

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THE SOLUTION

Diners Club's IT partner, Data Pacific, identified a range of solutions but suggested Hostcomm's ContactPro Predictive Dialler because it met all the requirements of the business. The Hostcomm solution is cloud-based, cost effective and incredibly straightforward to implement quickly. It also runs alongside existing infrastructure.

Diners Club Contact Centre Manager used the dialler with her team on a trial basis. The agents were initially apprehensive about using the dialler - new technology and processes can impact confidence so training was organised to get them comfortable with the system. She reassured users by explaining the different settings that allow her to control the frequency of calls delivered to each agent. When agents received their training, they were surprised at how simple and methodical the system is to use. Agents each had 45 minutes allocated for training but after just 10-15 minutes they were comfortable with using the dialler.

The Hostcomm system offers real-time visibility of agents' performance. It allows management to view data for all campaign and agent activity, and offer feedback. And this gives agents the power to make decisions that boost productivity and efficiency. The Hostcomm ContactPro Predictive Dialler can be set on a progressive dialling mode, allowing the Contact Centre Manager to speed up or slow down call rates as required. The Hostcomm system dials out every 1.5 calls, which results in less wait time between calls.

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>
> Contact Centre Manager, Diners Club

THE BENEFITS

Diners Club managers can now review performance in real time, giving them insight into a multitude of performance indicators. The dialler has helped them achieve their objective of generating more calls per agent by using disposition codes for every call.

Diners Club can now see:

- How time is being spent, including agent talk time
- The success of each campaign
- Completed calls
- Sales made
- Which prospects are not interested
- Bad data - enabling them to manage lists better
- How much time agents spend on the phone with each customer - because agent time is important

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With this information to hand, management can identify where training is needed or where processes need to be improved. Managers have visibility over where time is spent and the success of each campaign. The Contact Centre Manger explains: "We can now accurately view each call and identify where a sale has been made. We can see which contacts are engaged and how successful our campaigns are. I'm constantly finding new reports which are helping me in my role as a contact centre manager. Managing a telesales team has never been easier."

The reporting functionality the Contact Centre Manager uses allows agents to see performance reviews every three hours. This helps them adapt and learn incredibly quickly and intuitively to maximise the quality and time spent on each call. Visibility of calls made, customer talk time and call backs also help agents speed up their workflow if they are behind. This has dramatically benefitted the agents who are competitive and passionate about their performance.

Using this transparency and visibility of performance, agents are empowered to make their own performance-related decisions. The dialler has simplified reporting for Diners Club, which can access a broad range of information. "Hostcomm's ContactPro Dialler has given us everything we could have wished for," says the Contact Centre Manager. "For example, we can drill down into how much time each agent is spending on the phone with each customer." If agents find themselves sitting idle between calls, management can make informed decisions about how to respond. She says: "We can also see if wait times are because of bad data. With this system we can better manage our data lists and speed up calls to improve our contact rates dramatically."

There are currently 10 agents using the Hostcomm ContactPro Predictive Dialler, but the system makes it easy for agents to be added and removed. The Contact Centre Manager explains: "With Hostcomm, adding extra seats for more agents is simple and easy. And, by using soft phones with the dialler, we can easily move the team around the contact centre to suit the number of agents needed to work on any campaign."

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>
> Contact Centre Manager,
> Diners Club

SUMMARY

When Diners Club began its search for a solution to help generate more calls from every agent in the contact centre, the company didn't realise the bigger benefits it could achieve by using a dialler. Managers can now review performance in real time, gaining insight into a multitude of performance indicators. The business has not only achieved its objective of making more calls per agent, but also, by using disposition codes for every call, it is gaining insight that helps improve agent performance. The company is also improving campaign performance and getting a better return for its investment in data lists.

Diners Club Contact Centre Manager says: "Moving to Hostcomm's ContactPro Predictive Dialler was far easier than I'd imagined. I'm not a technical person, so it's nice to know there is support from Hostcomm when needed. Problems can be identified and resolved straight away. And the level of service we have received has been brilliant."

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