CONTACT CENTER PERFORMANCE

A STUDY IN WORKFORCE OPTIMIZATION FOR A MATRIX ORGANIZATION

One of the largest North American providers of contact center outsourcing services, and the largest independent call center company in Canada, our profiled client employs over 3000 service and sales professionals across 8 locations.

nGUVU's Customer Success team spent 4 weeks deploying nGAGEMENT, to a team of 350 agents, across multiple locations.

Customer Snapshot

Year Founded: 2003
Locations: 8
Number of Employees: 3000
Contact Center Platform(s): Genesys, Interactive Intelligence, Avaya, Cisco.

nGUVU

HAPPY AGENTS FOR HAPPY CUSTOMERS

Rapid Time to Value

nGUVU recently designed and deployed the nGAGEMENT Gamification and Machine Learning solution for a major contact center and BPO services organization, demonstrating impressive results in less than 6 weeks.

Agent functions

Operating within a large, multi-department organization, with a highly complex staffing structure, agents cover the following functions.

- Inbound sales
- Outbound sales
- Customer service
- General inquiries
- Collections/financial services

Contact Center Challenges

Regardless of their size and socio-demographic makeup, most contact centers face the same challenges

- Recruiting high-quality candidates
- Keeping their workforce engaged
- Providing Real-time performance feedback
- Reducing attrition
- Creating a positive customer experience

Our client was looking for a way to increase employee engagement, team collaboration, and motivate their agents to keep their sights set on their individual performance objectives.

They decided to explore applications that were both innovative and easily integrate with their existing systems

and operational procedures. After a demo of the nGAGEMENT solution from nGUVU, they proceeded with a small test team, and quickly deployed to the rest of their contact center. One key requirement for their success was to rapidly meet and surpass the objectives that are at the core of the contact center agent tasks.

Enter nGAGEMENT by nGUVU

In addition to achieving increased schedule adherence and compliance, they wanted to offer an immersive experience to motivate, engage and empower their agents to meet and surpass their goals. nGAGEMENT does exactly that. Using game mechanics, nGAGEMENT influences behaviors and leverages people's natural desire for competition, collaboration, achievement, status and recognition. Meeting objectives is now a fun and rewarding experience for agents and team supervisors alike.

Results after first project milestone | 175 agents from 350 total deployed
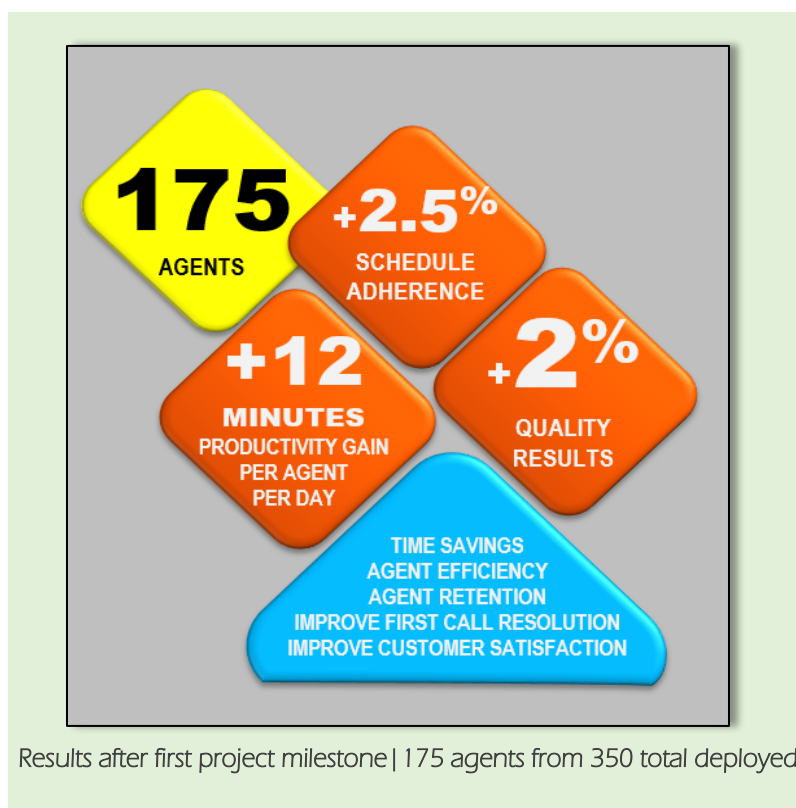
Results

From day one, agents have embraced nGAGEMENT and have seamlessly improved their performance. During the first 4 weeks of production the adherence performance points have increased by 150%. This improvement translates into a gain of productivity of 12 minutes per day and per agent, directly resulting in a load factor reductions of 2.5%.
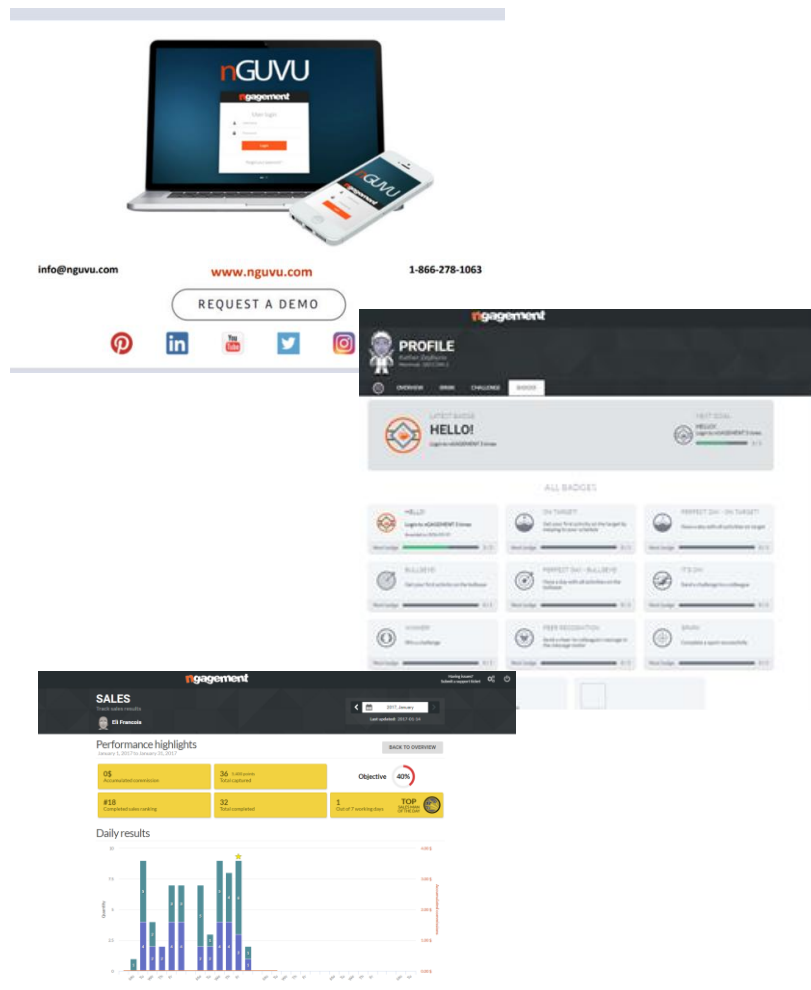
> "From day one, agents have embraced nGAGEMENT and, as a direct result, have seamlessly improved their performance"

About nGUVU

We bring today's reality to your contact center by using social media, game mechanics and employee engagement concepts to build intrinsic motivation and influence agent behavior.
Contact center managers benefit from the power of their existing data to drive Machine Learning-based predictive analytics, allowing them to predict and prevent attrition and absenteeism, while increasing peak productivity and workforce performance.

nGUVU – We Love Happy Agents.

★★★★★
Read our reviews on
G2 CROWD

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Customer Success Story