Improved CX by increasing 19 NPS points Using Next Gen Contact Center Framework for a Canadian Retailer

Overview

The Canadian retailer faced multiple challenges around their core customer experience metrics due to disparate teams and systems. They wanted to streamline processes, support growth, and reduce costs that improves their customer experience. TechM co-innovated next gen contact center framework and used process mining as a catalyst to build the contact center transformation. TechM's comprehensive solution bring transparency to client's processes and provide actionable insights into the root causes of problems was needed. The solution enhanced customer experience by improving NPS, efficiency, and reducing cycle time.

Client Background and Challenge

The client is a leading Canadian retailer with thousands of retail transactions amassing huge amount of data across multiple systems – the client didn't have the necessary insights into how processes were executed and performing. They faced multiple challenges around their core customer experience metrics due to disparate teams and systems. Disparate systems resulted into incomplete mapping, high number of repeat calls, high number of open cases breaching the threshold of 6 days, significant count of duplicate cases adding to the case queue. Key KPIs indicated that processes were not running efficiently, but it took too long to get to the root causes of the inefficiencies.

The gap between performance losses and determining the right course of action to improve the situation was too stretched. All of this resulted in sub-standard customer experience. The client wanted to become best in class and deliver the best customer experience and wanted to streamline processes, drive CX, support growth, and reduce costs.

Our Approach and Solution

The Approach: TechM using our consulting approach lead by revolutionary process mining technology suggested to bring about improvements. We introduced industry first process mining led contact center transformation framework to bring in efficiencies in client ecosystem.

TechM introduced the game-changing solution 'next gen contact center framework' for the client for contact center transformation. The framework reflects a contextualized approach for driving KPIs (repeats, NPS, cycle time, and productivity) and improvement in contact center domain.

Process mining as catalyst: Process mining being a data led innovation solution, our strategy was to use it as a catalyst to drive improvements in internal processes where the leakages were high. TechM's iterative approach to rollout and adoption has helped the client see tangible output

from the solution incredibly quickly, without overwhelming teams or sacrificing strategy.

Our process mining led solution helped reconstruct and visualize client's contact center process end-to-end from the call landing on IVR to the agent initiating action on the source system. It shows the big picture and allows drilldowns at the same time which, in turn, reveals root causes for problems. Process mining helps create an optimal view for further improving the efficiency and quality of a process, and to audit, analyze and understand the reasons for high repeat calls and high case cycle time.

We built a single platform to easily detect opportunities for automation, omni-channel support, revenue optimization and enabling Business Leaders take data driven decisions towards enhanced customer experience.

Key Solution Elements

- Developed real time data feeds coming from core customer engagement platforms like Salesforce, InContact and Medallia to map end to end customer journey and track real time deviations

- TechM used process mining expertise to visualize business processes and their variation to audit, analyze and understand the reasons for high repeat calls and high case cycle time.

- Mapped and modelled end to end customer journey, tracked real time deviation to correct process flows

- Created custom dashboards to identify non-adherence to order refund cases

- Demonstrated the process variance, inefficiencies,

and improvements to the process owner and operation manager

- Created a daily notification for closure of cases. Automated action flows for quicker case closure keeping strong focus on cycle time.

- Identified non-essential work (draft and duplicate refund cases)

- Built repeat % logic (same day, 3 and 14 days) and enabled action flow to highlight top repeat callers for analysis and corrective actions

- Focused approach on timely case closure with action engine deployment for daily notification (over 10k triggers generated)

Business and Community Impact

Our process mining CoE enabled us to transform the customer experience for the Canadian retailer to discover new heights

Increase 19 points in NPS through a 61% reduction in case cycle time
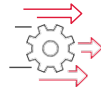
Increase in first call resolution by 15%

$259,000 in OPEX savings in just 6 months

With the efficiency in managing call center contacts, the average order value through contact center witnessed an increase by 10%, owing to higher customer satisfaction and better resolution rates

To know more, reach us at **DigitALL@techmahindra.com**