

Information Builders and  
Call Center Intelligence

**WebFOCUS**

**iWay**  
Software



# In-Depth Insight for Superior Call Center Performance

Call centers are dynamic entities. Over the past decade, new trends and business models have emerged – such as outsourcing and “virtual” contact centers – that have drastically changed the face of sales, service, and support operations. As a result, related activities are more difficult to track and manage, and their effectiveness is harder to assess.

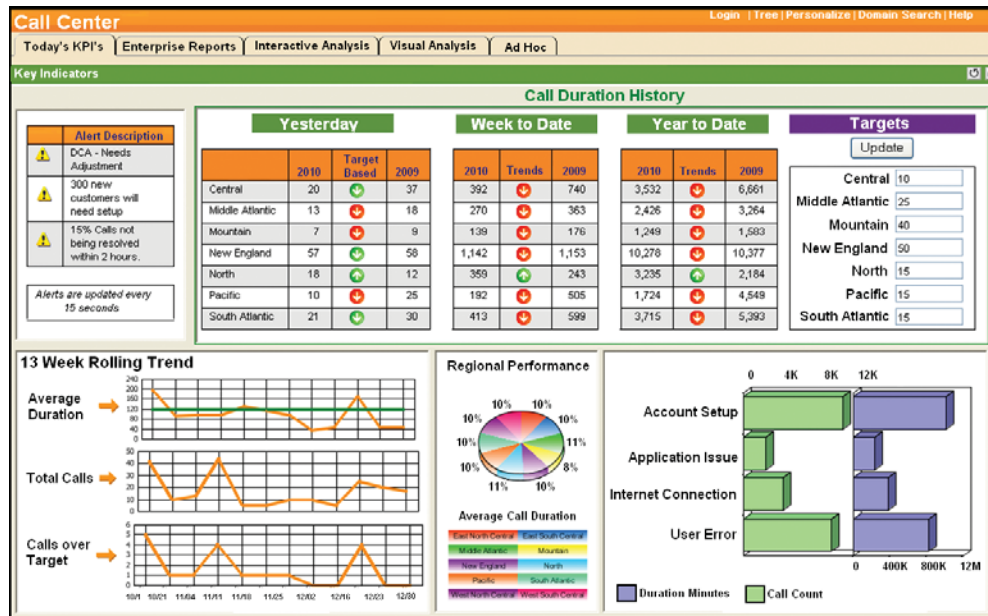
But, one thing hasn’t changed. More and more companies rely on their call centers to not only provide support and build stronger relationships with customers, but to make a measurable contribution to the bottom line. That’s why today’s call centers are under increasing pressure to boost revenues, maximize productivity, and reduce overhead costs.

The WebFOCUS business intelligence platform can provide call centers with valuable, timely insight into all facets of their operations. Managers can instantly identify critical patterns and trends in call volumes, and accurately evaluate agent performance. So they can ensure proper staffing levels, and optimize workforce efficiency. And, representatives have comprehensive customer and prospect information right at their fingertips. So they can deliver superior service, and successfully leverage opportunities to up-sell and cross-sell.

## A Robust BI Platform for Complete Call Center Intelligence

WebFOCUS provides today’s call centers with:

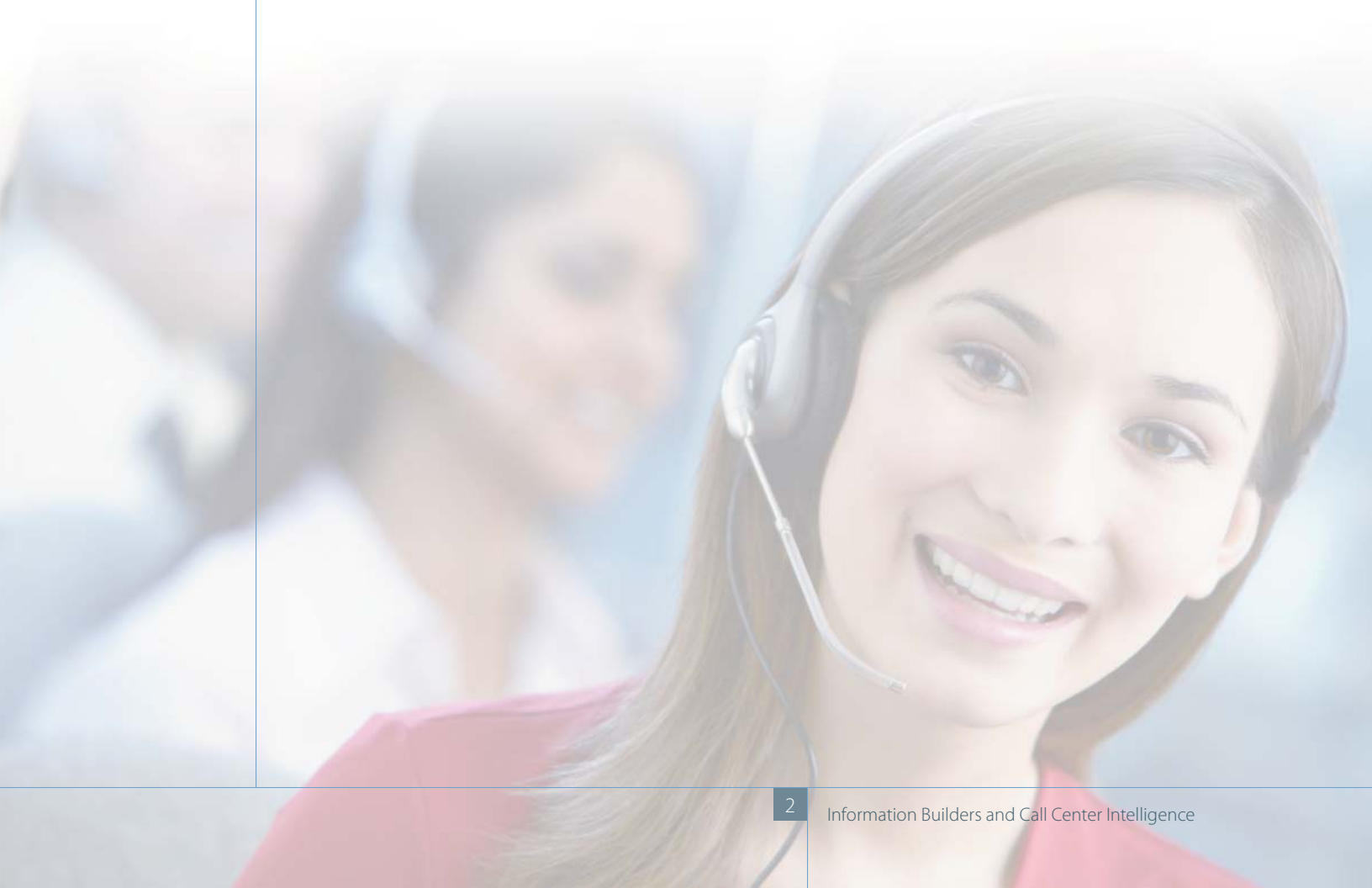
- A complete, consolidated view of customer information from popular customer relationship management (CRM) applications such as Oracle and SAP, as well as over 300 other sources



- Real-time agent activity and performance monitoring
- In-depth call traffic analysis
- Continuous tracking of critical metrics such as average speed of answer, call handling times, hold times, transfers, etc.
- Workforce planning and management

Additionally, the WebFOCUS business intelligence platform empowers call centers to build and deploy robust and intuitive Web-based self-service solutions. This can further increase customer convenience by allowing clients to access information 24 x 7 x 365, without the need to wait for an available agent. At the same time, it boosts staff productivity by offloading routine requests and ensuring that representatives are readily available to solve more complex problems, and address those issues that require personalized attention.

Call centers of all sizes have implemented WebFOCUS to increase the productivity of their agents, while reducing the cost of their operations. But, most importantly, the WebFOCUS BI platform has empowered call centers around the globe with the insight they need to maximize customer satisfaction and retention by ensuring consistency and quality across all interactions.



## Customer Successes

**Arvin Meritor** – The call center at Arvin Meritor, a global supplier of integrated systems, modules, and components for the auto industry, was handling more than 2,000 phone orders each week. In an effort to free up agent time for support-related activities, the firm implemented WebFOCUS. This powerful BI platform was used to develop an e-commerce application that enables aftermarket customers to order products and track shipments via the Web. Close to 500 customers currently utilize the system, with more and more transitioning to the Web each day, which represents a huge time savings for Arvin Meritor’s call center team.

**Collections Etc.** – This major gift catalog company is based in Chicago, Illinois. Unprecedented growth forced Collections Etc. to find new, innovative ways to bring together information across disparate systems, platforms, and databases. Solutions from Information Builders were implemented to facilitate the dynamic flow of messages and related content within and across the business. This information, which includes data generated from the thousands of phone calls Collections Etc. receives from customers each day, is dynamically collected and routed to the appropriate back-end application. Automated responses, such as order confirmations, are then delivered directly to the customer. Since deploying the Information Builders technologies, the company has realized tremendous gains in efficiency, and achieved a significant strategic advantage in its market.

**Great Lakes Higher Education Corporation** – When you’re one of the largest integrated providers of student loan services in the United States, swift, responsive customer service is the key to staying on top of the market. Great Lakes Higher Education Corporation leverages the WebFOCUS business intelligence platform to support an e-business environment that integrates enterprise information contained in various sources to accelerate the processing and servicing of loans, and provide related information to customers and other constituents via a secure Web-based portal. By allowing customers to access self-service information at their own convenience, Great Lakes has significantly improved service levels, while dramatically reducing the volume of calls coming into its call center.

**Link Market Services** – Australia-based Link Market Services offers share registry, investor relations, and analytics to both listed and unlisted companies in the region. To support a recent share offer, the firm deployed a self-service reporting application – built in just one hour using WebFOCUS – that enhanced efficiency at its outsourced call center. Before the Web-based system went live, agents were unable to retrieve sufficient information to effectively answer all the questions they were receiving. But, with WebFOCUS, representatives were empowered with more in-depth search functionality and detailed shareholder application information, so they could more rapidly respond to caller inquiries.

**Moneris Solutions** – The largest processor of debit and credit card transactions in Canada, and the sixth largest in North America, uses Information Builders’ powerful solutions to connect analytical and operational data sets scattered across the business. This information, which includes data from point of sale applications and settlement systems is fully centralized, and made readily available to employees at all levels across the business for faster, better decision-making. As a result, vital corporate activities, including management of the company’s call center operations, are dramatically enhanced.

**PNC Bank** – Improved call center performance management was a key priority for PNC Bank’s National Financial Services Center, which handles more than one million customer inquiries and transactions for the institution each month. With WebFOCUS, PNC was able to build a comprehensive performance management environment that transforms a massive amount of raw call center data into intuitive, easy to read reports. This allows managers and agents to monitor activities and metrics such as call volumes and abandon rates. Armed with this information, the call center can accurately assess trends and make forecasts, so schedules can be adjusted to handle changes in call volumes, agent performance can be gauged against incentive plans, and more. WebFOCUS paid for itself in just ten short months by allowing the bank to realize dramatic increases in time savings, cost savings, and agent efficiency.

**US Bank** – The WebFOCUS business intelligence platform is the tool of choice for corporate performance management at US Bank, the sixth largest commercial bank in the US. Managing call center activities is a key component of that strategy. Through an intuitive BI dashboard, call center supervisors and other company managers can retrieve comprehensive information from CRM and other applications, and monitor and analyze it through reports and scorecards. This insight allows them to increase staff motivation by better managing employee goals, rewarding achievements, and coaching underperformers.

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