

Information Builders is one of the largest independent software companies in the world. We work with over 11,000 customers to ensure their success by putting interactive and actionable information in the hands of everyone in the extended enterprise: employees, partners, suppliers, and customers.

Call Center Management Solutions



According to the Yankee Group, there are over 70,000 call centers employing more than 3.5 million agents worldwide. These call centers have become a truly critical support channel, providing a fast and cost-effective way for customers to ask basic questions, obtain general information, conduct routine transactions, and resolve minor problems. And for many businesses, call centers also serve as alternate sales channels, giving agents the opportunity to cross- and up-sell. As a result, the ability of your call center agents – who typically handle more than 90 percent of customer interactions – to satisfy customers and drive revenue is under increasing scrutiny from senior management.

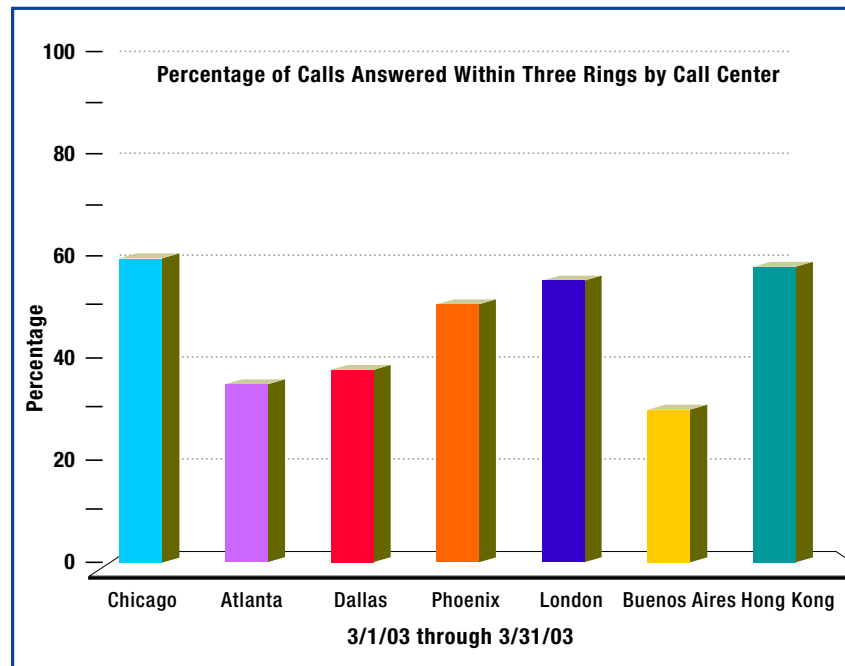
Information Builders can help organizations increase customer satisfaction, while maximizing efficiency and reducing costs, by providing valuable insight into call center operations. With our WebFOCUS enterprise business intelligence suite, an unlimited number of users throughout your organization can access the vital information they need to improve call center performance and deliver superior customer service. Managers can obtain complete visibility into staff productivity and call traffic, agents have a consolidated view of customer information at their fingertips, and customers can easily access general information and obtain answers to routine questions via the Web.

A Consolidated View of Customer Information

Important information about your customers is often locked away in disparate systems, making it difficult for agents to access and leverage it to quickly answer questions and resolve issues during calls. WebFOCUS can increase agent productivity, enhance service levels, and reduce average call length by enabling agents to rapidly retrieve, combine, and analyze critical customer information from virtually any system – including leading CRM packages such as Siebel, PeopleSoft, and SAP, as well as over 85 other sources. As a result, your agents can quickly locate and view the information they need – so they can spend less time gathering data and more time focused on servicing your customers.

Agent Productivity and Performance Monitoring

Gartner research shows that approximately 68 percent of customers who “churn” do so because of poor service. Therefore, it’s vital that the people on the front lines of customer support – your call center agents – are consistently delivering quality service. With WebFOCUS, call center managers can accurately monitor agent activities and measure productivity by tracking key metrics, including average speed of answer and length of call, number of calls handled per hour, and percentage of “first-time final” calls. Armed with this information, you can easily determine how effectively your agents are satisfying your customers’ needs, identify underperforming staff members, and take immediate corrective action – such as providing additional training or routing the most complex call to your best agents – when needed.

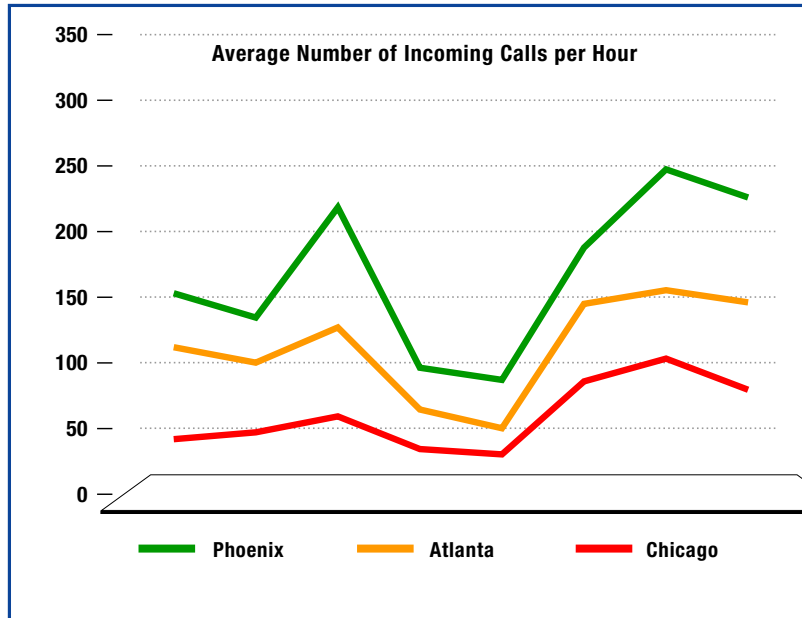


Call Traffic Analysis

One of the primary goals of your call center is to connect each customer to an agent as quickly as possible, with no busy signals and minimal waiting periods. To achieve those objectives, call center managers must be able to accurately monitor traffic patterns so they can ensure sufficient network and line capacity and adjust staff schedules as necessary. WebFOCUS makes it easy to track and analyze crucial call statistics – such as changes in call volumes over time, average hold time and call duration, and abandonment rates – in real time, so you can identify critical trends and peak calling periods and plan accordingly. Call center managers can also predict and prepare for future traffic with WebFOCUS’ powerful forecasting features. Users can identify trends in numeric data and predict values beyond the range of values stored in the data source by calculating moving averages, linear regression, or exponential moving averages.

Find Out More

To find out how our solutions can help your company succeed, talk to an Information Builders representative today. Contact your local Information Builders office, visit us at www.informationbuilders.com, or in the U.S. and Canada, call (800) 969-4636.



Human Resource Management

Human capital is a call center's most valuable – and most costly – asset. Staff salaries account for more than 50 percent of a call center's total budget, but call center employees are among the lowest paid within the organization, and leave after an average of just 18 months. As a result, call center managers are under increasing pressure to improve employee satisfaction and prevent personnel issues from negatively impacting service. WebFOCUS allows managers to monitor key human resource indicators – such as turnover rates, cost of hiring and training new agents, agent occupancy and attendance rates, and ratio of agents to supervisors – so they can put plans in place to reduce agent burn-out, improve motivation, and increase retention of qualified agents.

Customer Self-Service Solutions

To stay competitive, companies must offer multiple service channels to address the varying communication preferences of their customers. And, according to Gartner, the cost of a single support call can average as much as \$5.50, while a Web self-service transaction can cost as little as 24 cents. With WebFOCUS, you can dramatically reduce costs while enhancing services and increasing satisfaction by enabling customers to easily access general information – such as account and transaction history, invoices and bills, and order status – via the Web. Additionally, by reducing the number of routine calls placed to your call center, you can free your agents to focus their attention on more critical issues and spend more time with those customers who require special attention.



Corporate Headquarters Two Penn Plaza, New York, NY 10121-2898 (212) 736-4433 Fax (212) 967-6406
www.informationbuilders.com askinfo@ibi.com

Canadian Headquarters 150 York St., Suite 1000, Toronto, ON M5H 3S5 (416) 364-2760 Fax (416) 364-6552

Copyright © 2003 by Information Builders, Inc. All rights reserved. [22]

All products and product names mentioned in this publication are trademarks or registered trademarks of their respective companies.

DN7504331.0903

For International Inquiries +1(212) 736-4433



Printed in the U.S.A.
on recycled paper