



**CALL CENTRE TECHNOLOGY:
IMPROVING CUSTOMER
EXPERIENCE AND
MAXIMISING ROI**

AN ICON CASE STUDY

SECTOR

Financial Services

CLIENT DESCRIPTION

ICON's client operates a payment platform for carpark operators around the world. It requires a 24/7/365 multilingual customer support operation to assist car park users that may be struggling with the payment platform anywhere in the world. Customers needing assistance are often waiting at a parking gate, exit barrier, or payment machine and unable to leave a car park until their problem is resolved.

THE PROBLEM

The client was desperate to scale their business, however, they were unable to provide the requisite level and consistency of customer support needed to retain clients and win more business.

Support staffing and technology budgets were at their limit, and answer rates and average handle times fluctuated massively during call spikes.

The client didn't have the budget to invest in new technology to improve customer support but desperately needed to do so.

ICON'S GOAL

To supply a technology solution that would provide the required customer support efficiency improvements. The cost savings brought on by such improvements also needed to cover the cost of the technology spend.

RESEARCH

Audits were conducted across all channels to reveal what customer support processes were leading to inefficiency.

The large volume of general rules, guidelines, and business processes unique for each car park operator (location) was severely impacting call handle times and customer experience.

The client's system didn't allow for agents to automatically know the answers to specific customer questions, due to the varying number of locations and machines that a customer might be interfacing with at any given time anywhere in the world.

ICON needed to streamline this process so that agents could quickly access whatever they needed about the specific location the customer was calling from.

Technology solutions were shortlisted to cover the required improvements.

A MoSCoW grid versus the cost for each of the improvements was created to ensure the goals achieved could offset the cost effectively.

The cost analysis included each of the metrics that needed to be delivered in order to achieve the new program goals.

ICON estimated the average time savings for each improvement possibility.

A cost analysis was prepared to forecast how an increased technology spend would actually reduce operational costs.

THE GAMBLE

With no additional budget available from the client, ICON had to absorb 100% of the cost of the technology outlay.

If ICON's research and forecasting were incorrect, it would lose a significant investment in resource and time.

In addition, the client would suffer from inadequate customer service levels, and be unable to scale their business.

EXECUTION

- 01** ICON redesigned and reworked the global knowledge base, call queues, and, reporting systems.
- 02** The information required for each customer question type was collated in order to implement dynamic ticket fields.
- 03** Every customer question type was assigned a unique ID to reflect the specific car park location in each country.
- 04** The new technology implementation prompted agents for all the required information in every customer care case, and returned location specific support.

THE RESULTS

The customer's solution is now cost viable and scalable.

75%

reduction in the cost per customer care interaction.

98%

answer rates as opposed to 80% rates, even though human resource levels remained the same.

28%

reduction in total costs across the solution, despite call volumes increasing three-fold.

AWARD-WINNING TECHNOLOGY SOLUTION

2019 ECCCSA - Gold Award - Best Implementation of Technology

2019 ABSL Diamond Award - Customer Initiative