



Contact Center Metrics: How Does Your Contact Center Compare To Your Industry Peers?



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Today's Presenters



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Agenda

- Customer Care Maturity Model tool
- BenchmarkPortal study research findings
- Additional information

BenchmarkPortal: Research Since 1995



BenchmarkPortal



D A T A B A S E

The SOURCE for Contact Centers



World's largest Call Center Performance database

Forty-eight Industry Sectors

Awarded US Patent # 6877034

Benchmarking, Certification, Training, Research, Consulting

CallTalk Radio/Social Media

Research Questions

What is the statistical correlation between more advanced technology and better performance metrics?

How could answering that question be useful to contact center managers trying to make purchase decisions?

What methodology should be used to approach the question?

Customer Care Framework and Model

What is it?

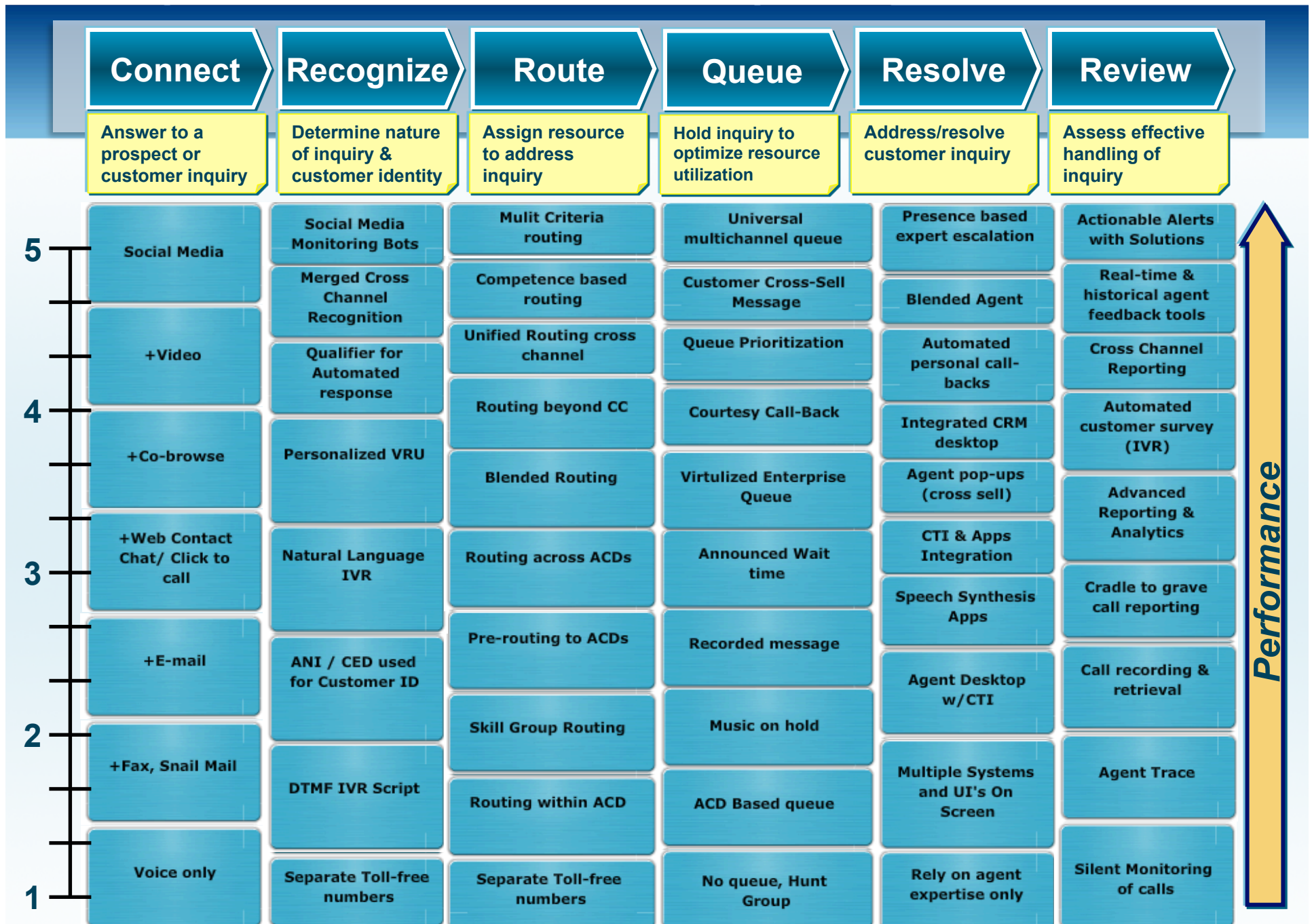
- **A framework** to establish a common understanding of the evolution of customer care centers over time (for executives in operations, IT and Line of Business)
- **A tool** to establish a ball-park range of the dollar value that can be obtained by augmenting the CC capabilities

How does it work?

- It uses a **database** of 'key performance indicators' (**KPI's**) in the industry to map maturity to specific performance levels (from Benchmark Portal)
- Based on a current and target state of maturity, it can estimate a **range of savings** of what could be expected

Where has it been used?

- Wealth Management Division of a Major Global Bank (UK)
- Major Credit Card Operations of a global top 10 bank (US)
- Global Property and Casualty Insurer (Canada)





Customer Care Maturity Model

Scenario
Print
Reset

Financial Summary

Maturity Calibration

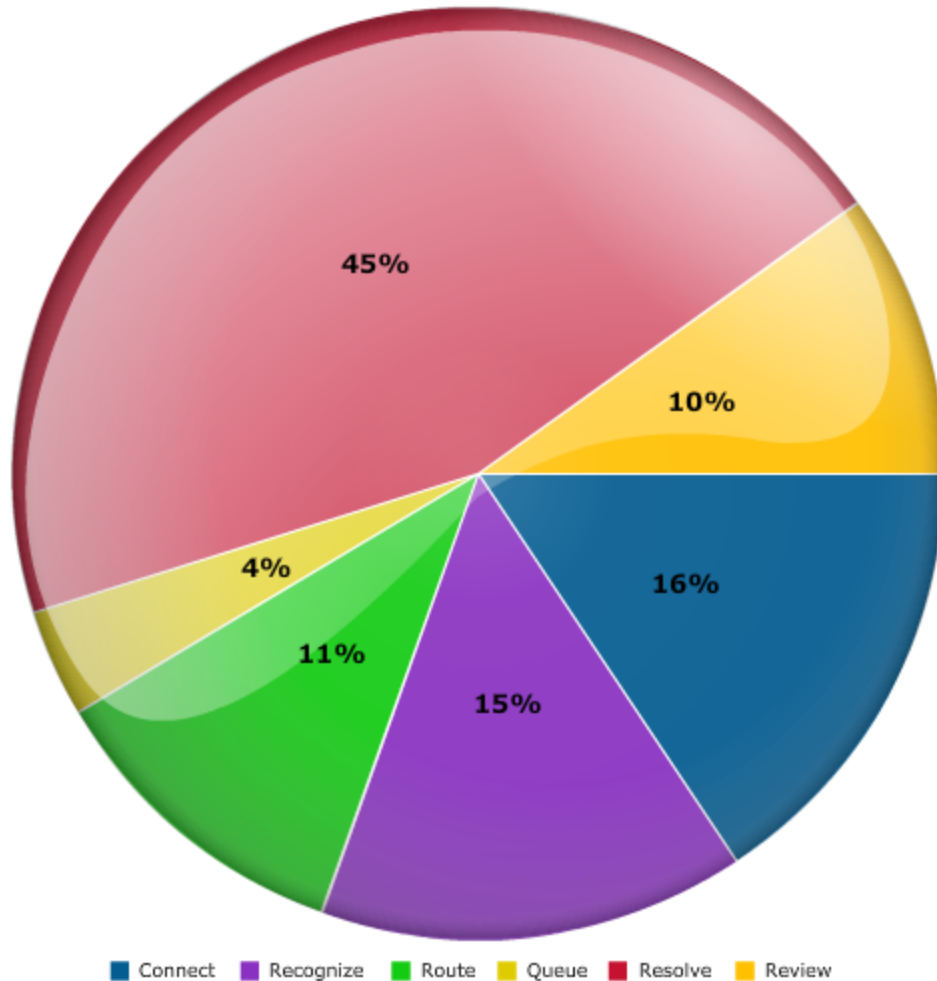
Data Input

Value (\$'000/yr)

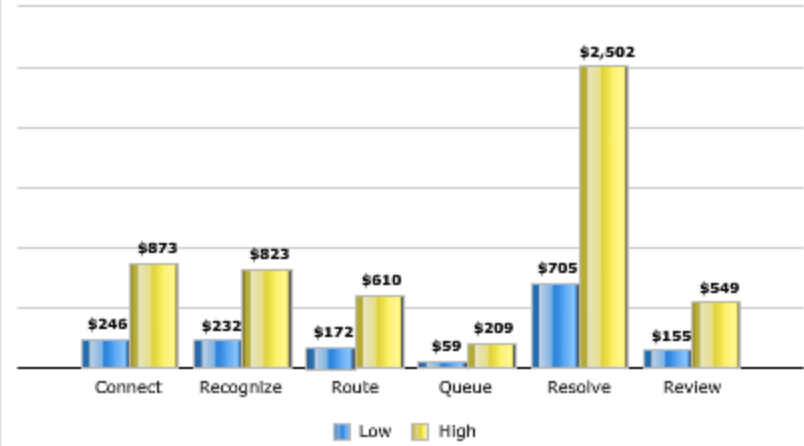
\$1,570

\$5,567

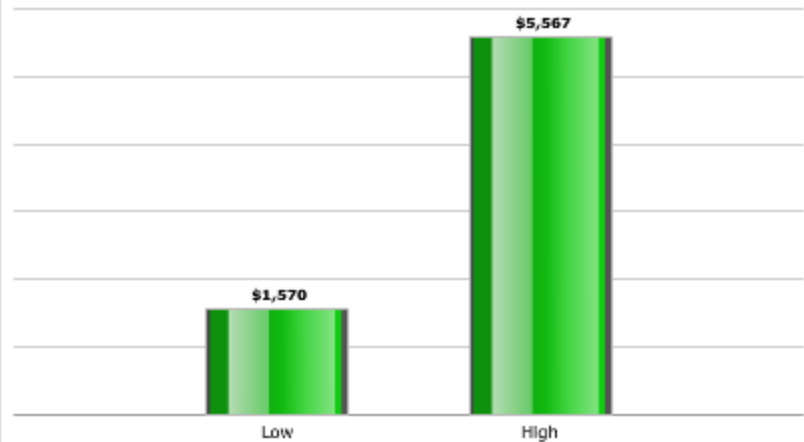
Composition of Savings



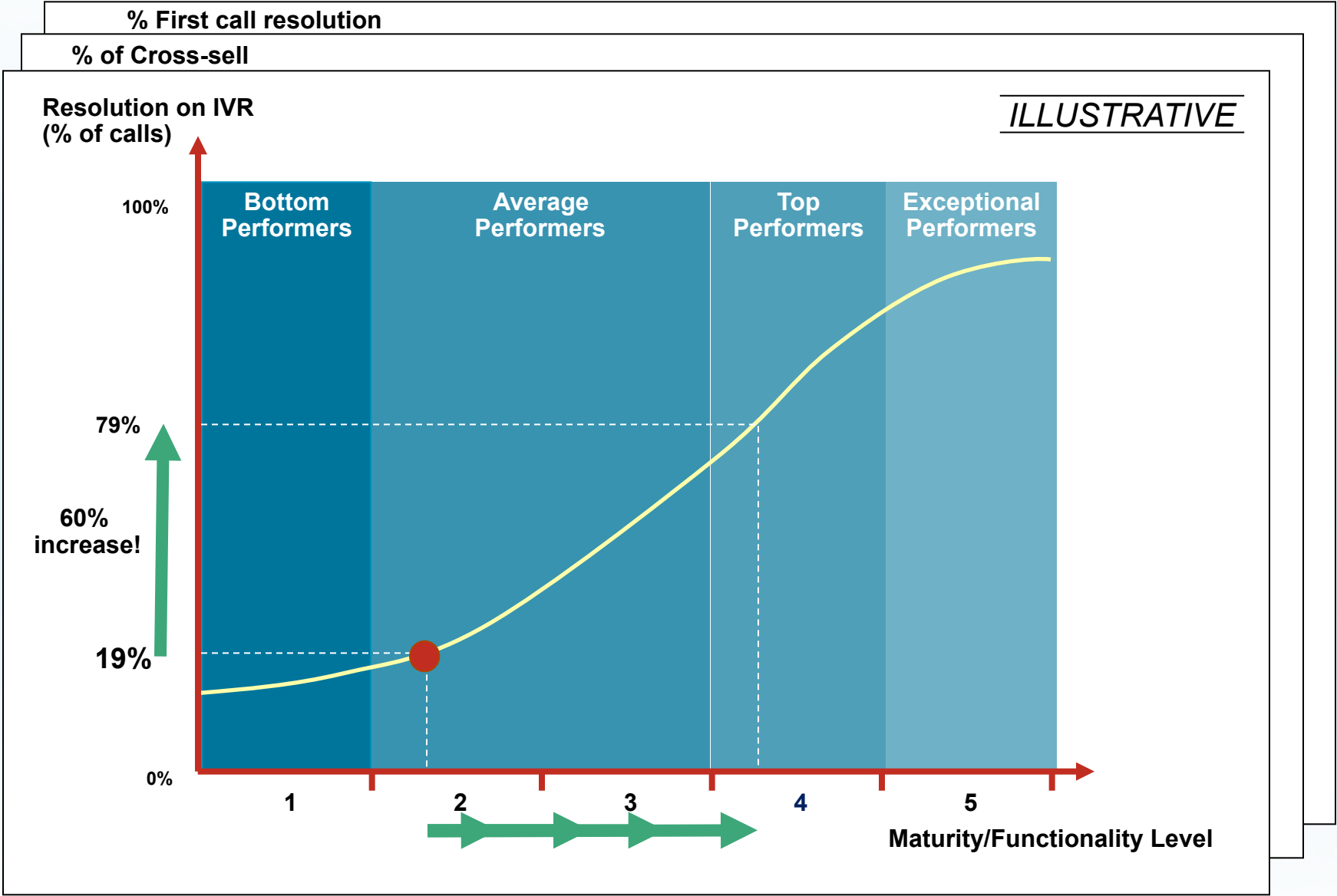
Potential Savings by Silo



Potential Savings Total



Model Premise: A Higher Maturity Contact Center Performs Better (as Measured by KPIs)

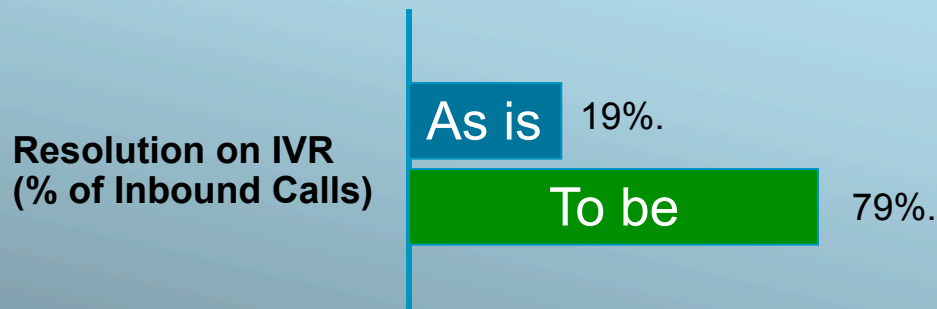


How Is Value Calculated?

ILLUSTRATIVE

CASE: Contact Center in Financial Services Company: 11MM Contacts/Yr.

Cost Savings: 60% Increase in IVR Resolution, 11,640,000 inbound calls/yr



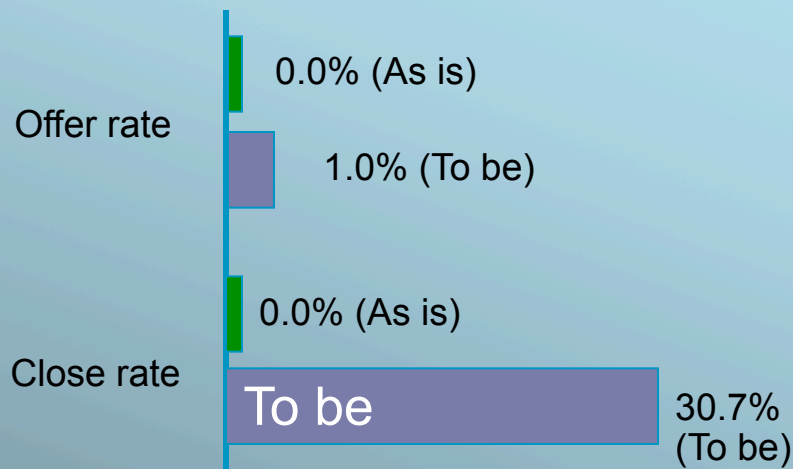
Cost of Live Agent Call: \$5.54

Cost of IVR resolved Call: \$0.68

Saving per call converted from Live Agent to IVR: $\$5.54 - 0.68 = \4.86

Calls Converted: $(79\% - 19\%) \times 11,640,000 \times \$4.86 = \mathbf{\$33,942,240/yr}$

New Revenues: Increased Cross Sell – raised from zero to 1% offered and 30.7% close ratio, with cross-sell pop-ups (CTI & CRM integration)



Value of Cross-sell =

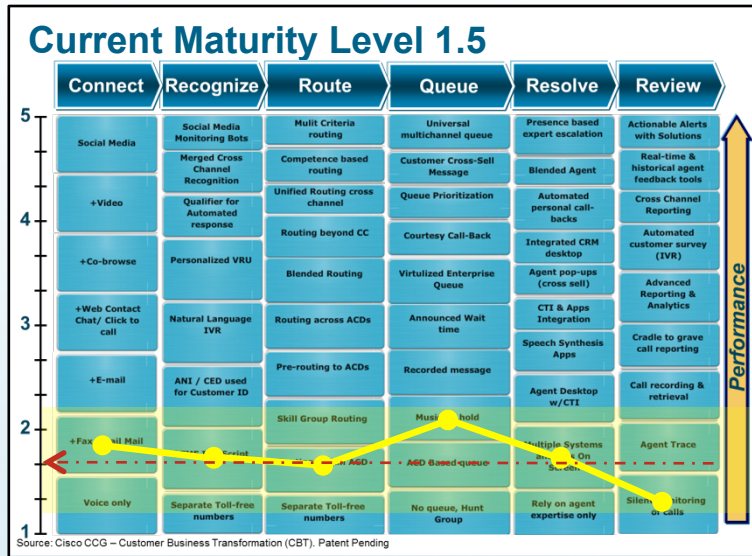
Total Live Agent calls x % cross-sell offer x % close ratio x Average revenue per product

$11,640,000 \text{ calls} \times 1\% \text{ offered} \times 30.7\% \text{ closed} \times \$170 \text{ /product} = \mathbf{\$6,074,920/yr}$

Source: Company X; BenchmarkPortal Database; CBT Team Analysis

Customer Example: Estimates at Initial Conversation

Global Insurer Analyzes Potential Benefits

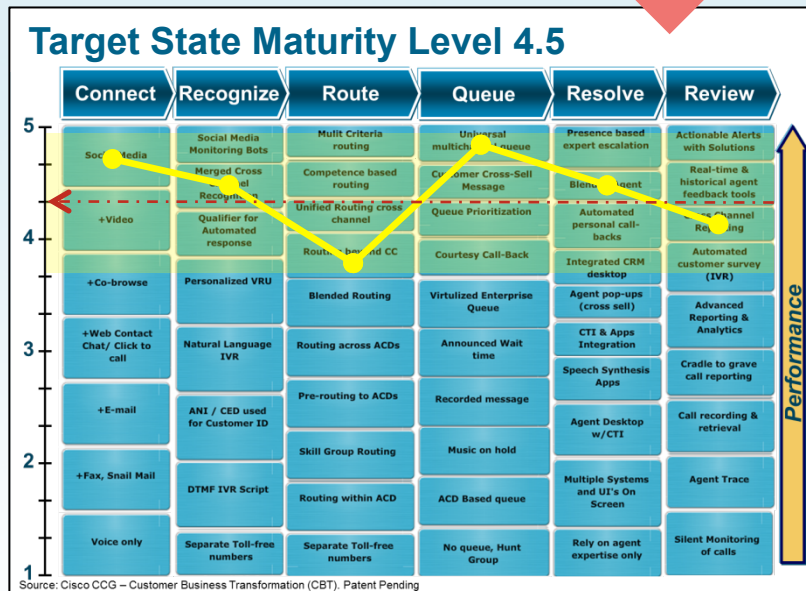


Situation

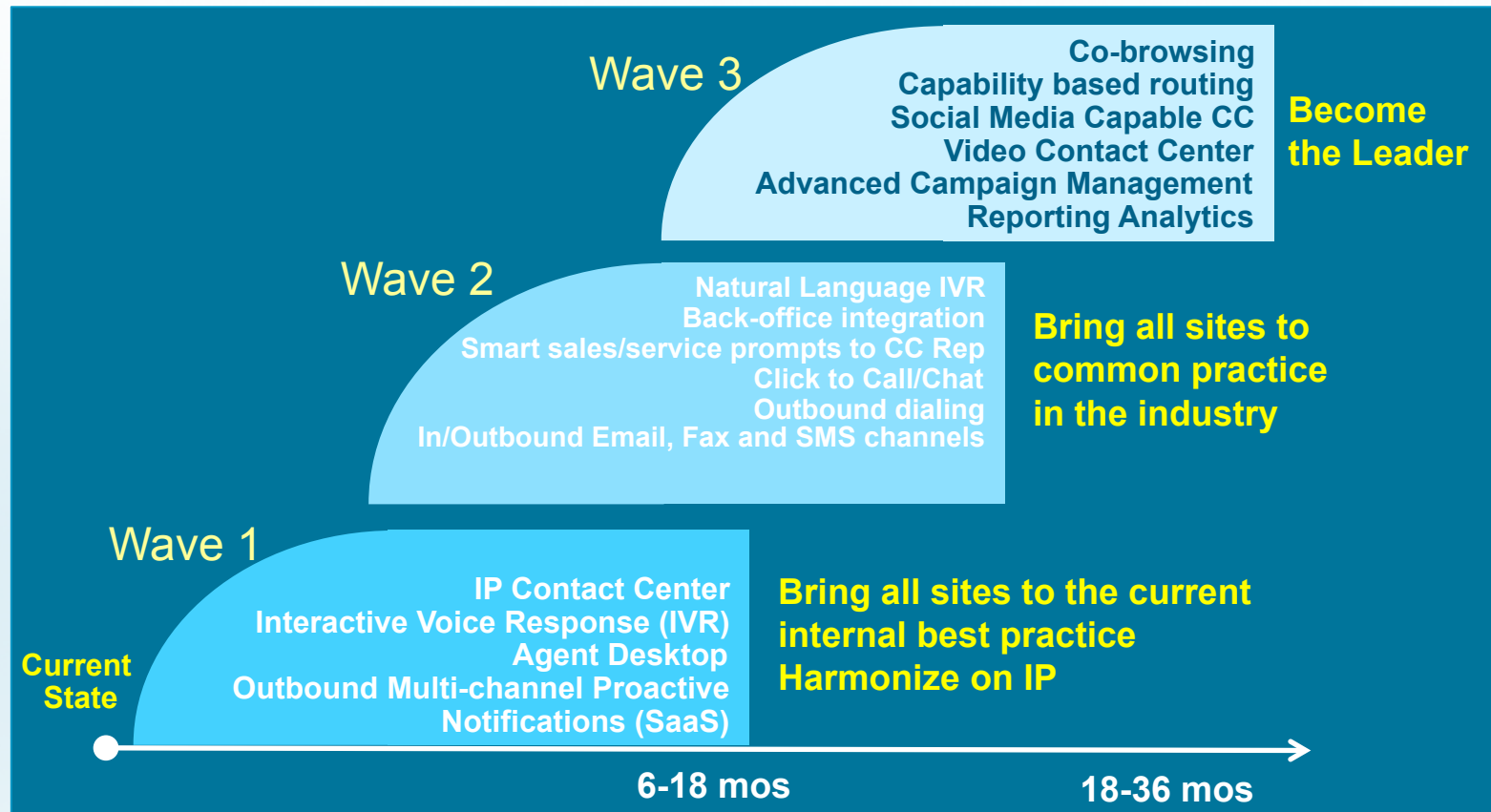
- Major insurance company
- 5,500 seats roll-out stalled
- Budget justification required

Approach / Results

- \$9 – 18 MM range of savings



Results of the Deeper, Customized Case



	Wave 1	Wave 2	Wave 3	Total
Investment (cumulative)	60%	85%	100%	\$12 M
Savings (cumulative)	10%	60%	100%	\$25+ M (\$18.2MM/yr run rate)

CLIENT EXAMPLE

Important Research Notes

- Information collected on technology, plus performance metrics for voice and multi-channel centers. Self-reported data cross-checked and scrubbed.
- BMP SMEs reviewed problem data with participants
- Of the 322 companies who submitted data, 143 were determined to have data complete and reliable enough to participate in the study.

Major Findings From Research Study

- Higher levels of technology correlate with:
 - Lower cost per call (CTI apps, multi-criteria routing, multi-channel queue - all >10% impact)
 - Higher first call resolution(CTI applications, Contact data analytics, Skills-based routing >10% impact)
 - Higher customer satisfaction (Various analytics & reporting > 4%)
 - Higher average calls per agent per hour
 - Higher agent satisfaction
- Conclusions: Technology appears to pay for itself in savings and performance.
Lower costs plus higher satisfaction rates.

Cisco Research Performance: Superior Customer Satisfaction AND Lower Costs

- Companies that use Cisco technology have better performance in key performance metrics including average cost per call, top-box caller satisfaction and top-box agent satisfaction.
 - **16.8%** lower cost per call advantage for users of Cisco (\$5.21 vs. \$6.27)
 - **3.2%** higher top-box satisfaction score among those calling Cisco-equipped centers (69.6% vs. 67.4%)
 - **11.3%** higher top box satisfaction score among agents working at Cisco-equipped centers (68.8% vs. 61.8%)
- These are key “balanced scorecard” metrics, which correspond to costs and quality

Additional Information

- Access the presentation here: <https://communities.cisco.com/message/82350#82350>
- Cisco Customer Collaboration solutions: www.cisco.com/go/cc
- Ross Daniels: danielsr@cisco.com
- Bruce Belfiore: brucebelfiore@benchmarkportal.com
- Leon Grekin: lgrekin@cisco.com

Questions?

