

# ANSWERON<sup>SM</sup>

## CASE STUDY

By using AnswerOn's (AO) proprietary modeling technology and deployment platform, call centers can bring "order from chaos." AO's technology frees the call center operator from sifting through reams of data, conducting ineffective interactions with agents that are reactive, and constantly reviewing past performance goals not attained. Instead, AO offers the call center the ability to become proactive in predicting attrition and attaining performance goals. By giving operators a window during which their most valuable agents are likely to leave, determining why they might leave, and suggesting the appropriate coaching package to save them, it is possible to significantly reduce attrition and save training costs.

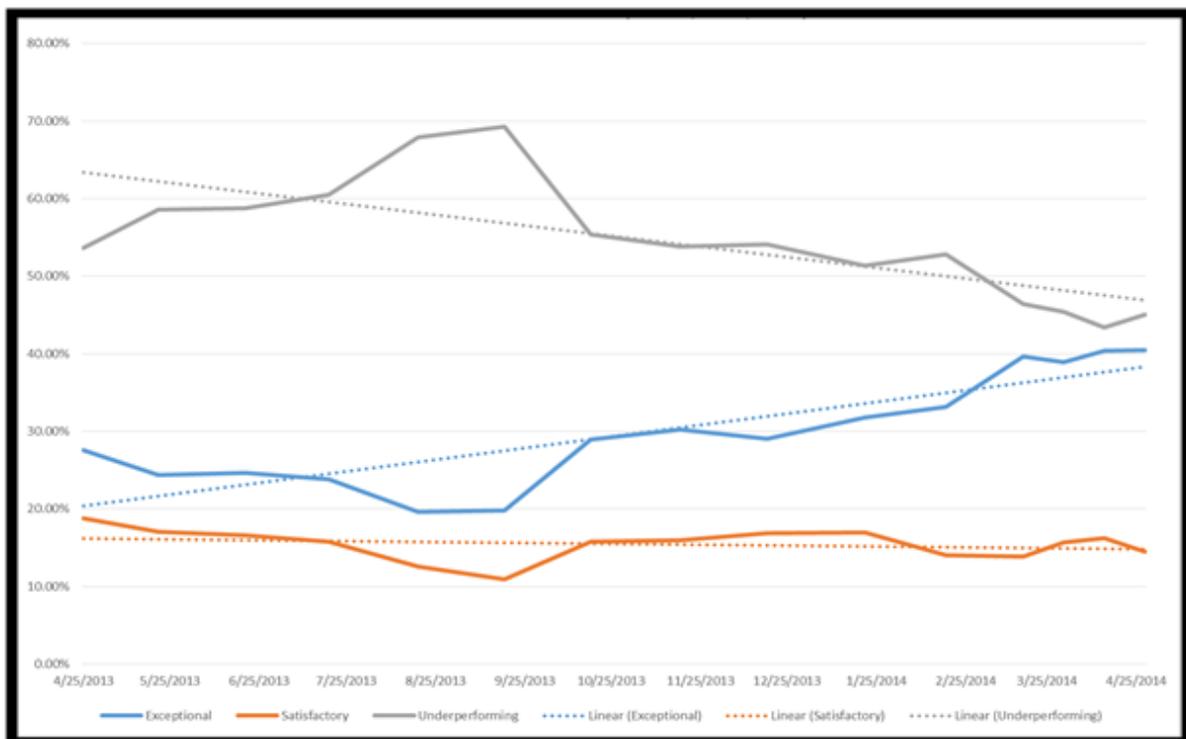
AnswerOn began working with a large BPO customer over five years ago to reduce agent attrition across the organization.

Details at a Glance:

- Agents: 5,000+
- Locations: US, Philippines, and other international locations
- Average reduction in agent attrition: 30% over two years
- Average reduction in churn rate for targeted agents: 65%
- Reduction in training costs: 20%
- Program margin improvements: 10%

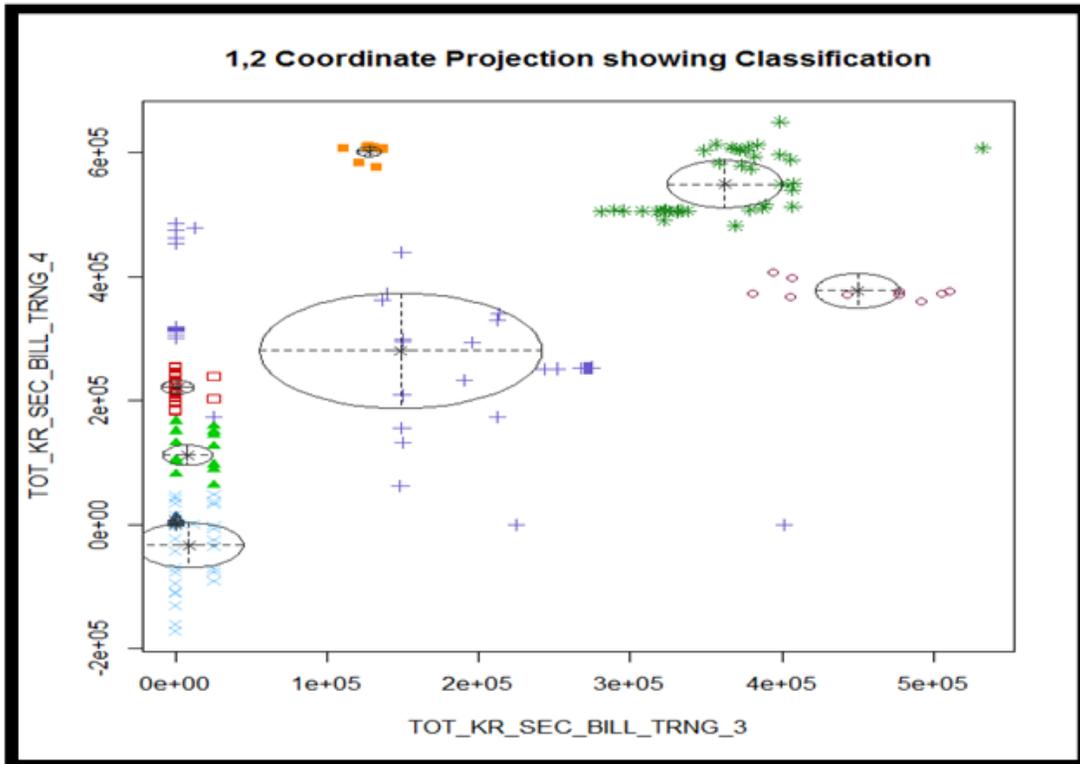
### Customer Experience

AnswerOn also noted an increase in the Customer Experience of the Call Center as measured by improvements in the KPI's or (Key Performance Indicators). One KPI in particular, First Call Resolution, demonstrates this particularly well. As you can be clearly see, over a 1-year period, the percentage of Exceptional agents increased and the percentage of Underperforming agents decreased (Satisfactory agents stayed about the same). For any given call into the call center, the chances of getting an Exceptional agent increased by almost 20%, greatly improving the customer experience.



### Multi-Dimensional Analysis

Other factors were examined including (the data below) churn across high/low risk call centers modeled via clustering on training variables over various periods. You can see seven clusters across the enterprise. The clusters closest to the top and toward the right all had attrition rates in excess of 20%. The ones to the lower left showed a lower churn rate (<3%) and the large circle in the middle was closer to the base rate of 3-10%.



What data like this shows is attrition is a diverse and complex problem. A “one size fits all” approach will never be as successful as a targeted proactive one. AnswerOn's multi-tiered approach (analytical accuracy and analysis, qualitative feedback of employee, and psychographics) revealed for this customer a specific break in training (and consequently onboarding) had occurred in three specific locations. Once these deficiencies were addressed the attrition rates began to drop.

Read other AnswerOn Case Studies at [www.answeron.com/case-studies](http://www.answeron.com/case-studies) or White Papers at [www.answeron.com/white-papers](http://www.answeron.com/white-papers).