

# What is Real Time Service Optimization

## The Challenges

Customer service representatives (CSRs) in contact centers or back office environments, share some key challenges:



Entry Errors



Human Mistakes



Complex Processes



Memorize a Lot



Complicated Service Issues



Keep Customers Happy

## How it works?



### Automation

Automate agent activities to reduce handle-time and errors



### Consolidation

Consolidate customer data from multiple applications into a single screen



### Guidance

Provide agent contextual on-screen guidance in real-time

## Proven Results

**Who?** A large American healthcare insurance company

**What?** Automated their previously manual fax indexing process

**Results** **10%** Efficiency Gains **28sec** Handle Time Reduction **15min** Saved Per Employee

**Who?** A leading telecommunication provider

**What?** Empowered its tier-1 agents with a step by step guidance to settle complex payment schemes

**Results** **27%** Reduction of call transfers

**Who?** Leading company in the field of business process outsourcing

**What?** Automated the process of pulling customer past usage data and calculating the next best offer

**Results** **50%** Decrease in AHT **15%** Increase in First Call Resolution **16%** Increase in Calls Handled

**Who?** A major U.S. insurance carrier

**What?** Simplifying the cumbersome retention process by (1) presenting CSRs with relevant customer info and (2) automating the decisioning process of routing calls to retention specialists

**Results** Customer retention accuracy and overall process efficiency increased significantly

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