

## THE POWER OF *Reliability*



### THE CHALLENGE:

A major Southwestern energy provider identified the need to enhance new hire training with an effective, interactive, game-like solution. This training needed to address the following metrics: Call Representative Productivity, Average Handle Time, and Inbound Call Quality.

Senior Leaders of XYZ Energy Company were evaluating role-based solutions to address the need. Given the proven effectiveness of traditional role-play training the company sought a self-directed highly efficacious and learner engaging solution. This search led them to the award-winning solution, DialogCoach. The DialogCoach solution was chosen not only for its Brandon Hall and Best 2 Buy awards but also because of its proven success.

### THE DIALOGCOACH SOLUTION:

The DialogCoach Training solution's benefit for Energy company call centers is as follows: a reduction in wasted training time, an increase in First Call Resolutions, reduction in Average Handle Time, Hitting of Service Level Response Times, an increase in call quality, and an increase in call representative productivity. These figures translate to money saved on training and better customer interactions. At the core of every call center is the goal increase customer satisfaction.

- **Reduce wasted training time** – Typically role-plays are difficult to monitor success in the classroom and after. DialogCoach solutions provide many clear and easy paths to monitor during the training and beyond.
- **First Call Resolution** – The number of calls that result in resolution of issue with no transfer will be increased due to the effectiveness of the DialogCoach training solution.
- **Average Handle Time** – Average total time each rep spends answering questions. Though smallest is not always best in this category DialogCoach will help keep you within your targeted range for handle time.
- **Service level Response Time** – The desired number of calls answered in the desired amount of time (i.e. 80% of calls answered in 35 seconds or less). DialogCoach translates directly to hitting and exceeding these goals.
- **Contact/Call Quality** – Monitored Calls and weighted scores applied according to a series of questions. DialogCoach gives the assurance that the quality of calls will go up do to better trained representatives.
- **Productivity** – The Measure of time a rep spends on calls verses ready to answer calls. This is a tricky stat to measure and is dependant on many factors. DialogCoach training has proven success in Energy Call Centers.
- **Customer Satisfaction** – Typically gathered via post interaction survey either immediate or later. A good earmark for success is receiving good remarks from customers. The best way to achieve this goal is by having a staff that understands their importance and are trained to handle themselves in many situations. DialogCoach Solutions will assist in this as well.

## THE RESULTS:

DialogCoach helped The Energy Company meet and exceed all three call center metrics and lowered overall call center training costs by weeding out ineffective new hires earlier in the training process. These results were tabulated over a 6 month training period whereby the company trained close to 100 new representatives. A Better trained staff was able to yield better results in the field. DialogCoach provided the training solution to achieve this and many other goals. The energy company is still using the DialogCoach solution today for every new incoming training class.

- **Call Representative Productivity** – This metric measures the amount of time a Representative spends logged in as ready versus not logged in. While the number is somewhat dependent on call volume, it also indicates a willingness to work and answer questions due to proper training.
- **Average Handle Time** – This metric measures reductions in the amount of time spent not answering calls. This can be attributed to a better trained staff due to less time spent researching answers to questions and their knowledge of internal systems.
- **Inbound Call Quality** – This metric assigns value to the quality of calls, which directly impacts the company's presence with their client base. A better trained staff can answer questions promptly, professionally, and more frequently with one call instead of more than one call. Attention to this metric leads to a higher quality rating in calls.

### Energy Company Case Study Productivity, Quality and Average Handle Time (3 classes of 30 over a period of 6 months)

