



Call Center Case Study



Real-Time Business Metrics Improve Call Center Efficiencies

CLIENT

Datacore Marketing (Westwood, KS)

PROJECT

Monitoring Real-Time Call Center and Business Metrics

PROFILE

Datacore Marketing provides marketing initiative services for other companies, including call center and fulfillment services. The call center uses an Aspect telephone system and handles an average of 16,000 calls a month. The fulfillment services group utilizes SQL databases for their statistics. The call center has experienced explosive growth in the last four years, creating a growing need to evaluate business metrics to impact change in services levels.

OBJECTIVE

To take call center operations to the next level by creating real-time awareness of call center statistics and metrics as a tool for agents and management to motivate and enable them to quickly affect change within the company.

SOLUTION

VitalCAST, Dashboard, and QuickCOM were installed in Datacore's call center to deliver real-time Aspect ACD statistics. These statistics are viewed on agent's and management desktops to indicate the number of calls waiting, agents available and other important statistics. Each agent, manager and department receive user defined data to provide a snapshot of individual or group performance at any given moment.

RESULTS & IMPACT

Within 30 days of implementing VitalCAST and QuickCOM, Datacore's call center group was able to reduce their variability in meeting key SLA's to exceeding every one of them by five percentage points or more.

To further leverage the system, DataCore has expanded VitalCAST, Dashboard, and QuickCOM to their Response Processing group to monitor various SQL databases to show the number of operators entering data and the rate at which data is being entered. Similar to the call center, managers and employees can monitor progress and success in real time.

"We use it to create a snapshot scoreboard of our success at any given moment," says Kolvek. "In addition to being informative and useful data, it's a motivational tool to keep everyone on track."

"QuickCOM and VitalCAST were catalysts to move our numbers up. We use it as a tool from call center operators to managers to senior level executives. Data is real-time, so they know exactly what's going on. Everyone has a tool that shows how their individual actions affect change."

Denny Kolvek
Director of Response Services
Datacore Marketing



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