



THOMSON REUTERS

Findings revealed by Calabrio Desktop Analytics help contact center leaders shorten hold times while increasing agent engagement.

GOAL

A leading provider of business information services, Thomson Reuters products include highly specialized, information-enabled software and tools for legal, tax, accounting and compliance professionals combined with the world's most global news service—Reuters.

Contact center leaders wanted to understand how the introduction of remote agent onboarding and training, due to COVID-19, was affecting their business. Using Calabrio Analytics, they identified calls with long and multiple hold times, then worked to identify the reasons behind the call holds, with the goal of eliminating them.

ANALYSIS & KEY FINDINGS

Leaders started by analyzing a group of new agents participating in onboarding and product training while completely remote.

First, they tapped Calabrio Analytics to identify which of the calls completed by new agents had long and/or multiple holds, then they used Calabrio Desktop Analytics to understand exactly how the agents handled these particular scenarios.

Revealingly, contact center leaders discovered the new agents:

- Maintained an average handle time that was significantly above target; and
- Relied upon team members—instead of the proper resources—for the assistance they needed to answer customer questions while callers waited on hold.

SOLUTION

To resolve the issues, contact center leaders built a virtual training program focused on troubleshooting and using the proper resources to efficiently find answers.

RESULTS

Thomson Reuters' new program allows its Tax & Accounting Professionals business unit to potentially save up to 3% of its contact center's annual operating budget.

In addition, contact center leaders witnessed a significant, measurable increase in the number of times new agents utilized programmer resources and additional critical thinking skills to answer customer questions.

💰 POTENTIAL SAVINGS OF UP TO 3% OF BUDGET

↓ 1.54 MINUTES – REDUCED AVERAGE CALL TIME

↓ 1.5 – REDUCED NUMBER OF CALL HOLDS PER CALL

↑ 6.4% INCREASE IN CUSTOMER SATISFACTION

“We suspected—then proved to be true—that Calabrio’s combination of quality analytics and desktop analytics would give us the important contact center insights we needed.”

– JONATHAN SCHAFFER, CONTACT CENTER TEAM LEADER