



The ROI of CTI

A Case Study

Situation:

As part of a larger call center consolidation project, a Canadian power company needed a way to route its residential and business callers to one of five separate business functions across four sites. Their current method of routing 36,000 calls per week caused agent confusion, excessive talk time (to capture account information for the record look up) and customer dissatisfaction.

Problem: How to deliver high quality service to callers by effectively routing their calls to the appropriate functional unit while minimizing talk time.

Our Expert Solution:

Amtech Alliance Members designed, acquired and implemented a computer-telephony interface that:

- Identified the number dialed and routed the call to the appropriate agent group at one of 4 sites
- Used Automatic Number Identification (the number the person was calling from) to access the main database, retrieve the customer record and display the information to an agent as the call arrived.

The client was resistant to spending an extra \$1,000 for the recommended redundant CTI link and didn't understand it's importance. As part of the implementation testing process for the newly installed CTI link, the Amtech team ran a brief outage test to demonstrate the impact of not having a redundant link. Without notification, the agents were required to go back to their old practice of determining the call reason (the CTI like does this automatically), asking the customer for their name and account information, and entering the account number to access the account record. The resulting chaos, customer dissatisfaction and increased talk times convinced the client to make the minimal investment in the redundant CTI link.

Result: The CTI implementation provided a call routing and screen pop architecture that reduced talk time by an average of 85 seconds per call. ***This translates into a savings of \$1.52 per call or \$2.8 million per year.***