



Knowledge Management Software

Case Study: OPERATIONAL EFFICIENCIES



BPO contact centre dramatically increases operational efficiencies with Universal Knowledge

Dynamic Australian outsourcing contact centre Contact 121 has UK Universal Knowledge, knowledge base technology at the heart of their operation.

Contact 121's General Manager for Operations said that "the beauty of Universal Knowledge is that it is so simple to use and administer yet delivers so many benefits through our outsourcing operations.

The metric improvements that we have seen by using the KPS system have been fantastic across a range of different areas.

Agent error and call escalations have dramatically reduced and in turn we have agents that feel more confident.

Call lengths have been reduced with certain campaigns and one of the biggest surprises has been in relation to training new agents.

For one customer the standard training time before they became fully operational and functionally able to interact with customers used to be a minimum of 6 weeks, however with the use of KPS this has been reduced to no more than 2 weeks.

This is a real saving for Contact 121 and means our customers and their clients also benefit."

Award Winning Contact Centre

Contact 121 is no ordinary Contact Centre, they are an award winning outsource operation based in Australia.

They have multiple customer contacts by a number of different channels and have both inbound and outbound telephone call operations.

The owners are extremely proud of their growth over the last 15 years and have won a number of ATA awards for service. Contact 121 work with many blue chip organisations in Australia, USA and Europe.

"training time dramatically reduced from 6 weeks to 2 weeks by using KPS's Universal Knowledge"



“Agent error and call escalations have dramatically reduced”



Knowledge Collaboration

Universal Knowledge not only directs agents during a call to find information more effectively, it also allows them to follow decision trees that have a step by step processes and procedural guides that Contact 121 can build themselves with ease.

Universal Knowledge's natural language search and fragment technology ensures that agents can reduce their AHT and Call Durations since they are directed to the fragments that contains relevant solutions to customer queries.

Outbound Campaigns

The BPO outsourcing operations also includes outbound calling, with these campaign's they can change at any time during the day, as per customer request.

During an outbound campaign agents need to have the most up to date information. Conditions and prices can change frequently and with Universal Knowledge, supervisors can ensure information changed can be delivered directly to the front line, so all agents can have access to this information (updated once, accessed by many when required).

Contact 121 can also push information to the agents in a number of different ways; at the point of need through the

natural language search and fragment technology, Dynamic FAQ features and via a news/alerts function in which supervisors can monitor who has read new/updated information.

Contact 121's unique approach helps them to develop strategic partnerships, which allows these large multinational organisations to grow, whilst also providing excellent customer service interactions for their clients' customers.

This is a fast moving operation with blended environments in a multi-tenant environment. Contact 121 not only operate inbound but also outbound calls and Universal Knowledge's communication platform allows the agents to receive information (complete with audit trail) that allows agents to be updated about information changes and quick fire marketing messages to customers, whilst the supervisors can

also understand who has received, read and understood any policy or procedural changes across their client base.

One agent can potentially answer a large number of inbound calls for different organisations about completely different and diverse activities and topics at different degrees of complexity, at any one time.

In order to meet the demanding constraints of an outsourcing operation, be effective and still offer excellent customer service interactions for their clients customers' Contact 121 requires Universal Knowledge to sit as the life blood of their business.

Contact Centre and BPO operations are also just as much to do with people. For Contact 1-2-1 the combination of technology and people is key; they are proud of our people, the way that we recruit, train, develop and allow them to grow. Contact 121 do that because they understand that in every interaction they are their customer's voice (and typing) to their customers. They get excited when they reduce Average Handling time by 30%, reduce the number of interactions by 25% because they increase First Contact Resolution to well over 90%. They get excited when they reduce our Outbound customer's spend by 15% and increase their successful contact rate by 10% and ensure that ROI goes through the roof.



Knowledge Powered Solutions (KPS) offers knowledge management software (Universal Knowledge) that helps organisations deliver operational efficiencies and at the same time improve customer services by providing immediate access to information at the point of need. Benefits include significant increases in productivity, reduction in operational costs, reduced training times and increased speed to competency for agents. Customers and stakeholders receive consistent answers to their queries and issues for improved service quality.

Universal Knowledge is being used as a business critical tool within help/service desks, call/contact centers, web self-service and shared service operations around the world (UK, USA, Canada, Australia and Middle East). It is empowering agents to deal with a wider number of queries and enabling end users to self-serve 24 x 7. Universal Knowledge enables organisations to capture and share their knowledge and expertise through a simple, easy to use end user interface.

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