

INNOVATIVE



MANAGEMENT

SOLUTIONS

Measurements & Reports

Data Sources

Within Customer Support Centers and Help Desks data can be generated two ways:

- **System Generated**
- **Manually Generated**

It's important to strike a balance between the use of the two data sources.

Data Sources

Within Customer Support Centers and Help Desks there are two primary sources of **system generated data**:

- **ACD System**
- **Incident Management System**

Data Sources

If Representatives are not using these systems (ACD and Incident Management) **consistently** and **according to clearly defined processes and procedures**, the inevitable “garbage in... garbage out” will occur.

4 Key Steps

There are four key steps for management to keep in mind when focusing on any measurements:

1. **Data Collection-** The process of *collecting* accurate data...
2. **Trend Identification-** The process of *identifying* when a trend is emerging...
3. **Trend Analysis-** The process of determining the *cause* of a trend. ...
4. **Take Action-** The process of taking action to *effect change* and/or remedy problems...

4 Key Steps- Data Collection

The data collection process isn't always that straight forward. Consideration should be given to the **consistent use** of the two primary sources of data– ACD System and Incident Management system.

Reports- Influencing Factors

There are **influencing factors** to consider when analyzing data:

- System Configuration Factors
- Process Configuration Factors

Reports- A Comparison

Help Desk A

- Total Representatives- 5
- Total Call Volume- 1500
- Abandon Rate 5%
- ASA < 60 seconds

Help Desk B

- Total Representatives- 5
- Total Call Volume- 1100
- Abandon Rate 8%
- ASA < 120 seconds

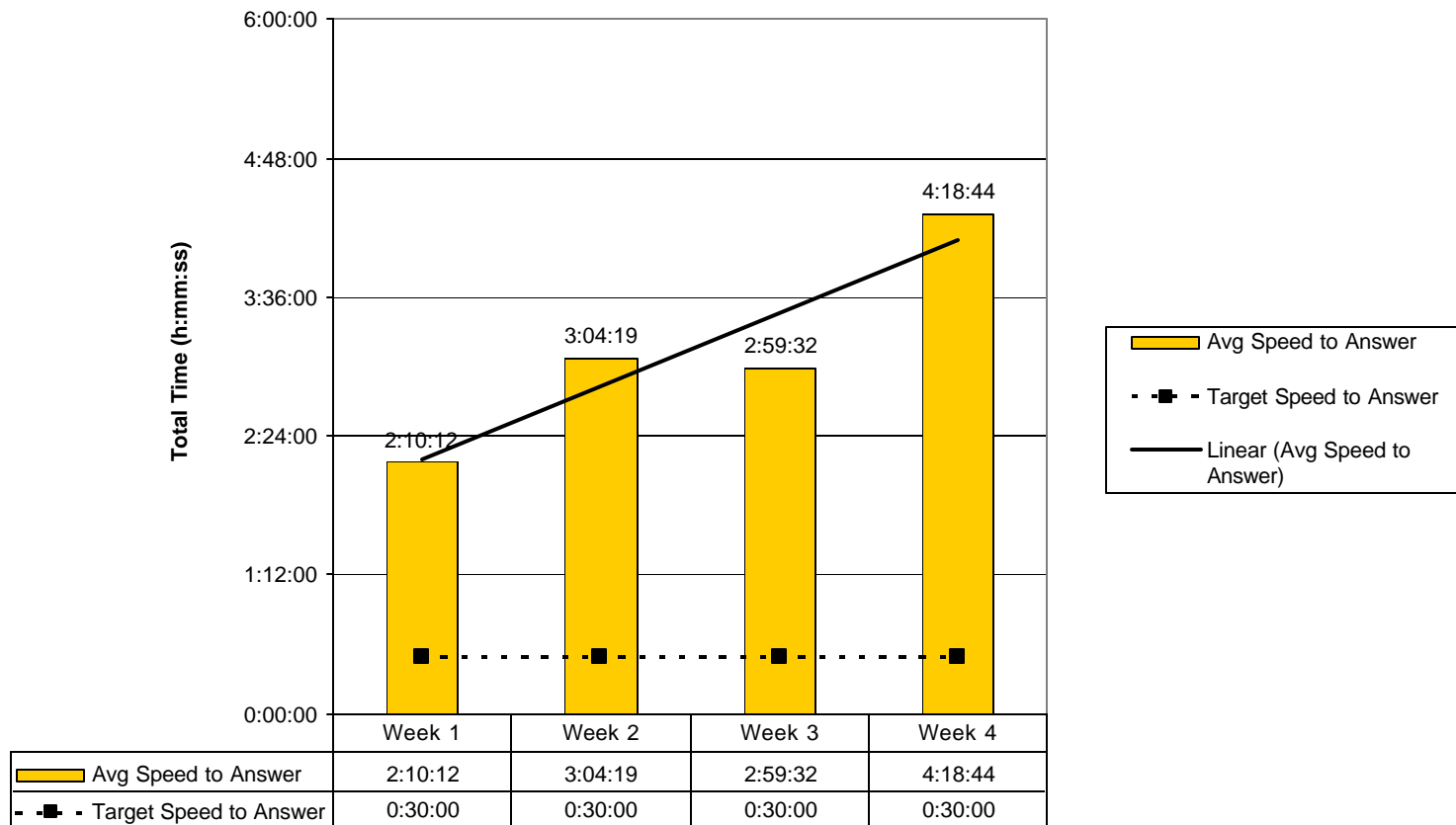
4 Key Steps- Trend Identification

Once the data has been collected and assembled into a report, it needs to be reviewed in an effort to identify whether any **trends are emerging**.

- What constitutes a Trend?
- Tracker Reports
- Pie Charts vs. Column Charts
- Trend Lines
- Target Lines
- Comparison Data

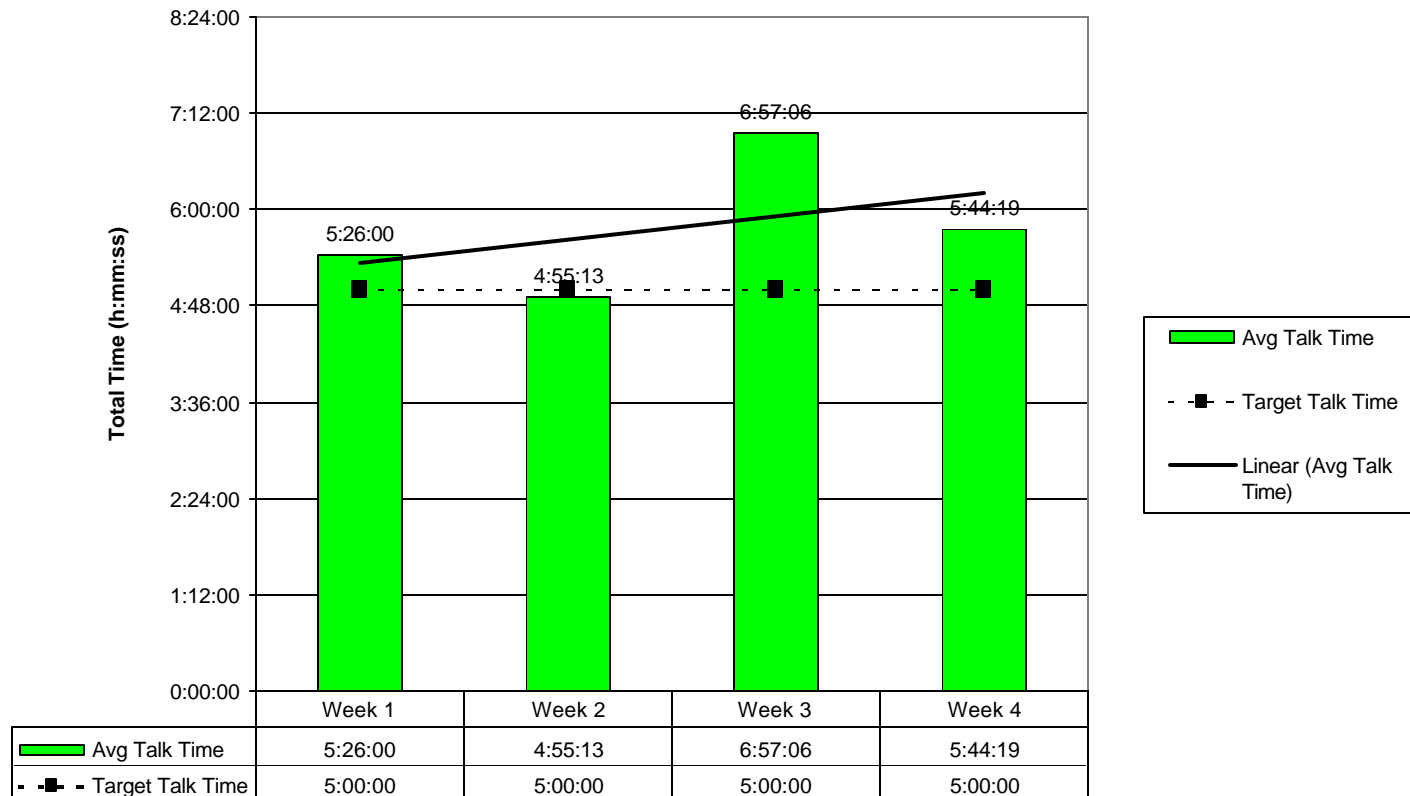
Tracker- Average Speed to Answer

Average Speed to Answer Tracker - Help Desk
March 2001



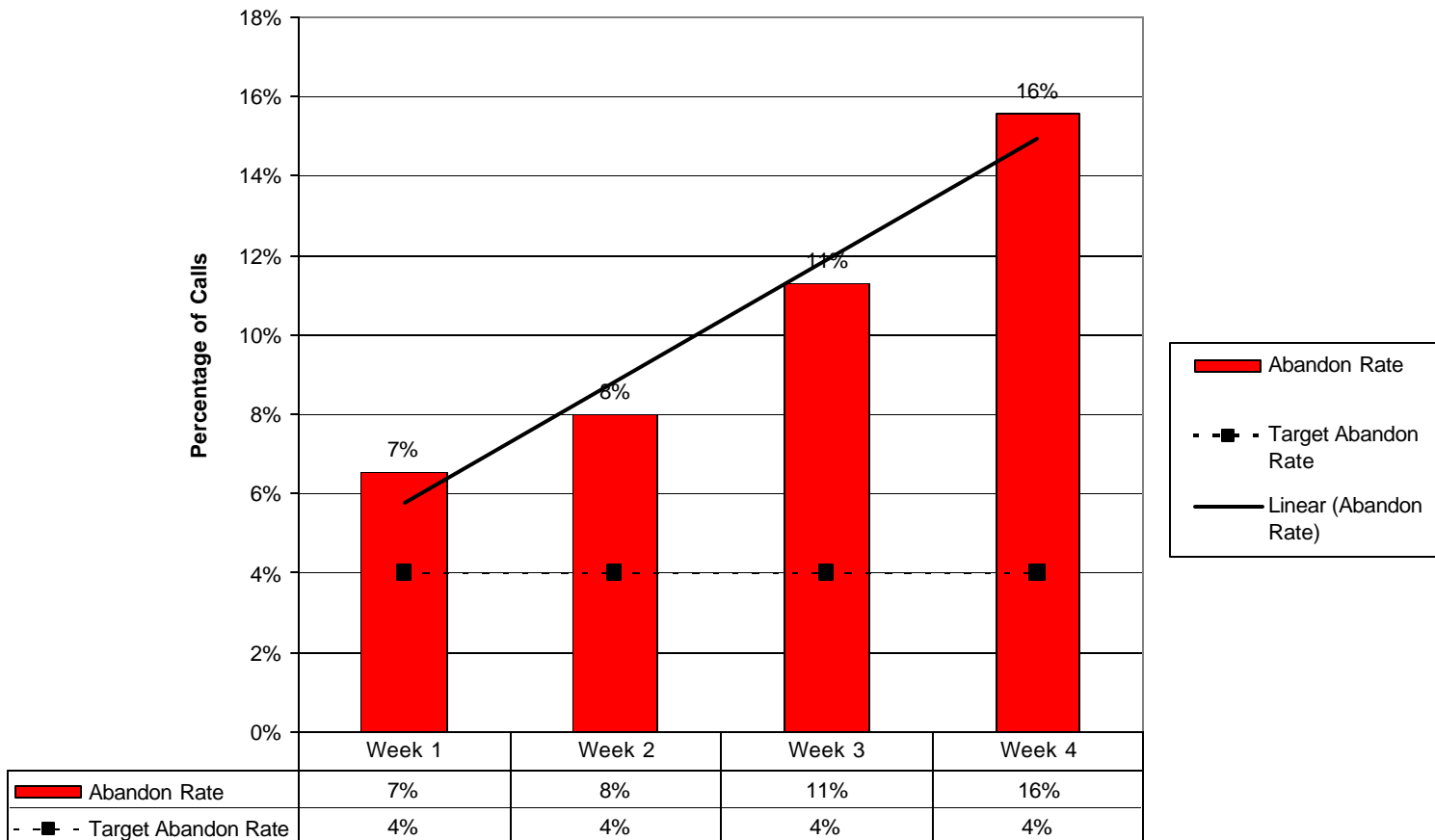
Tracker- Average Talk Time

Average Talk Time Tracker - Help Desk
March 2001



Tracker- Abandon Rate

Average Abandon Rate Tracker - Help Desk
March 2001



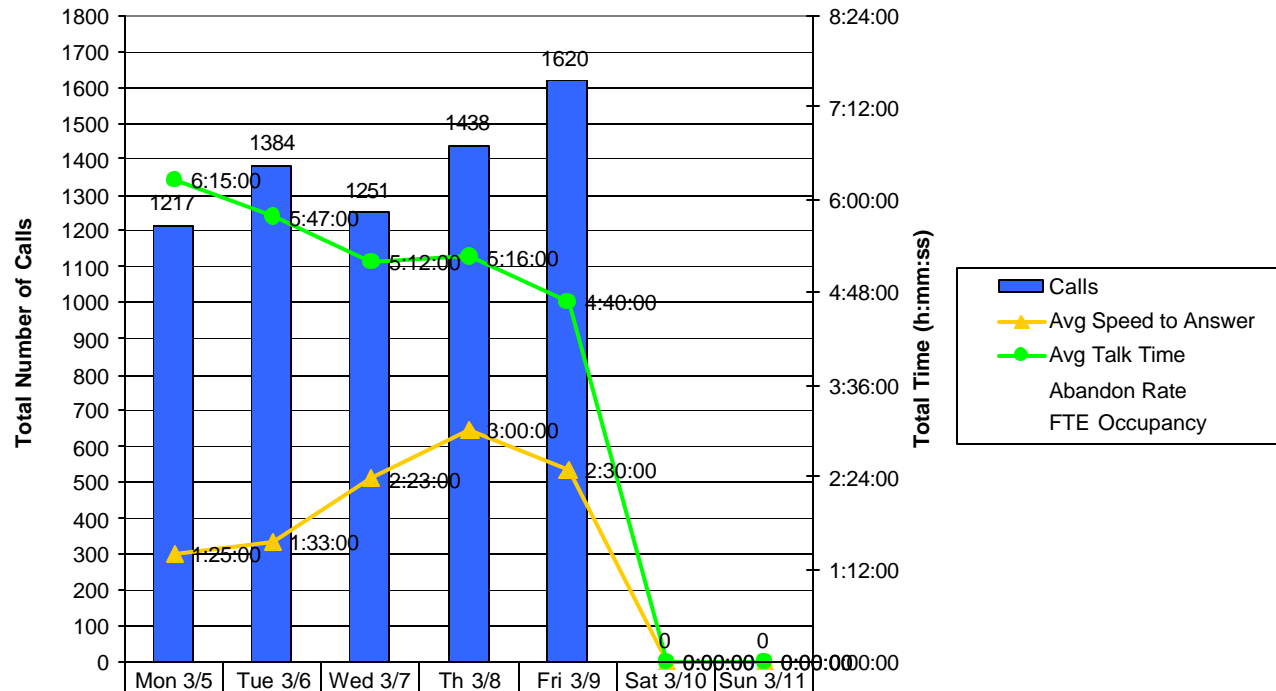
4 Key Steps- Trend Analysis

When analyzing a trend, the goal is to identify what is **causing** the change and what action is required.

- Never respond to single points of data
- Composite Reports

Composite- Primary Composite

Primary Composite - Help Desk
March 5-11, 2001



Calls	1217	1384	1251	1438	1620	0	0
Avg Speed to Answer	1:25:00	1:33:00	2:23:00	3:00:00	2:30:00	0:00:00	0:00:00
Avg Talk Time	6:15:00	5:47:00	5:12:00	5:16:00	4:40:00	0:00:00	0:00:00
Abandon Rate	5%	8%	7%	4%	9%	0%	0%
FTE Occupancy	7	6.5	6	5	7	0	0

Composite- Contact Channels

Contact Channels- Help Desk
March 5 - 11, 2001
35,961 Total Cases



4 Key Steps- Take Action!

The primary purpose of performance measurements and reports is to **help guide the management team on decisions** regarding change and remediation.

**If you are not prepared to take action...
don't waste time measuring!**

7 Main Measurements

IMS recommends starting with the following 7 system generated Main Measurements:

- Occupancy
- Abandon Rate
- Average Talk Time
- Average Time to Resolution
- Average Speed to Answer
- Contact Volume
- Help Desk Resolution Rate

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Thank You!