Swiss motoring institution gets 360-degree view

Touring Club Suisse (TCS) is the number one Swiss roadside breakdown service. It’s not the sort of organization to readily tinker with their customer service processes. For members, who may be stranded at the roadside, TCS can’t afford to miss a single call, nor can they delay responses to customer situations. They company also must handle a wide range of queries, from medical to holiday cancellation insurance. And they’re dealt with in any of the country’s three official languages—French, German and Italian—or English.

To gain control of the customer interface, more than 60 TCS area offices were closed. The calls they’d previously handled were routed to the contact center.

“Before, we didn’t know how many calls (and tasks) we were getting or how many people were needed to answer them,” said Stephan Wymann, Workload Manager for TCS Area Assistance. “All calls were moved to one virtual contact center for a 360-degree view of what was going on.”

Consolidating all workloads into a single Genesys-powered contact center helped TCS push their average agent occupation rate up to a respectable 80 percent. But the organization was convinced they could go further.

Balancing agent workloads optimizes resources

In a groundbreaking project, TCS first integrated their hosted Genesys system with a Salesforce.com CRM platform.

"It was the first time in Europe that a managed Salesforce.com service was integrated with a managed contact center service," said Roman Widmer, a senior consultant with TCS technology partner, Swisscom. "It’s all hosted, geo-redundant, in our Zurich buildings."
We realized we had hit on a winning formula even before we got the test results, because we had agents outside the pilot group wanting to use the system.”

Stephan Wymann, Workload Manager, Area Assistance

The next trick was to change the way work was distributed. Agents could previously pull tasks from a queue, allowing them to cherry-pick what they did. This meant workloads were not handled in strict priority. And it caused discontent among agents who thought they were not getting their fair share of easier jobs.

To get around this, Genesys Professional Services helped TCS bring a powerful capability into play: Genesys Continuous Workforce Optimization. This allowed the Genesys system to monitor agent workloads and push the appropriate or next-priority job to their desktops when they were free.

The system uses rules that insure a fair division of labor while optimizing resources. And it doesn’t just prescribe workloads; it can tell agents when they need to take breaks or training, too. “Now we use a 100% push concept,” says Wymann. “The agent doesn’t have the opportunity to choose.”

Better customer service performance push

The results have been spectacular. On the first day the new system was introduced, agent occupation levels soared to 98%. The target level was later throttled back to 90% to leave some slack in the process, but that still equates to a 40-minute productivity gain per agent per day, giving the project an ROI of far less than two years.

Best of all, the agents are delighted. Their remuneration is tied to adherence to activity schedules, and the Genesys system optimizes this better than the agents could do themselves, while sharing out tasks more fairly.

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ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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