CASE STUDY

CITY OF GREATER GEELONG

CHALLENGE

City of Greater Geelong had an Ericsson system that was approaching end of life. They decided to look at the different options available to them and put out a tender. After completion of the tender process, COGG decided to partner with a Microsoft Partner to install a Skype for Business solution.

As City of Greater Geelong have a call centre with specific requirements most of the call centre technology on the market was overkill for many applications. So, they decided to move to Response Groups but issue they found was a lack of visibility of call numbers and call data.

In addition to this COGG also required an improved customer experience for abandoned calls as currently they had no way of knowing who had called and disconnected before their call was answered. To reduce the Callers frustration and repeated attempts to call back, COGG wanted to be pro-active in calling back after the caller had abandoned the call. This will provide an enhanced level of Customers Experience for their callers.

SOLUTION

Andrew Deans from City of Greater Geelong wanted to find a solution that could give them the information they required, without offering too many other functions that would be unnecessary, and meet the budgetary requirements that were set out at the start of the project. The solution they decided on was **Espera** by Advatel.

Espera provided a solution which would allow agents to see the real-time call waiting information on their desktop while allowing management to easily have access to reports that are emailed out on a scheduled basis. It also provides an automatic email containing an Abandoned Calls report (optional feature) that contains the Date, Time, Calling Number, Response Group Dialled, and Wait Time. This information was then used by each of the departments to call back the caller, which reduced the amount of repeat calls and provided an increase in user experience.

Following a proof of concept and trial period, the decision to proceed with Espera was a straight forward one. They found that Espera provided immediate productivity improvements to reduce the number of calls abandoned, increased the service level.

RESULTS

Espera allowed City of Greater Geelong to have greater visibility of their agents' adherence and of the call data they received. Better knowledge of call quantities and agent workload, provided in the reporting, allowed management teams to make clearer decisions regarding their resource allocation. The agents also have greater autonomy over their workload. Now they can spend more time with a caller if they can see that there are few or no other callers waiting in queue. If there are several other callers waiting, they can now act more quickly to the next waiting caller.

Espera is a solution which is installed as a Skype for Business plug-in and adds traditional call centre functionality to Microsoft Enterprise Voice Response Groups so they act and feel like a traditional call centre.

UNEXPECTED BENEFITS

Espera was found to be a very cost effective solution for Geelong City Council. All of the other call centre solutions they were quoted were far more expensive and were targeted too much larger call centre.

WHAT THEY SAY - QUOTE

"Espera has done everything that we set out to accomplish and for a fraction of the price of the other solutions on the market. It's given our agents a lot of freedom and given City of Greater Geelong great visibility over our calls which in turn delivers a better user experience for the people of Geelong."

- **Andrew Deans, Project Manager**

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