



Continuous Improvement Case Study

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OUR CONTINUOUS IMPROVEMENT EXPERIENCE

Our management team have worked on a wide variety of campaigns over the last 18 years with some outstanding results. You can be sure when you partner with OneChat that **we know Continuous Improvement**

SITUATION

Our Director of Sales & Partnerships was operational lead for this client with the brief to understand what was driving calls into the contact centre for this **health insurance provider**. In order to enact some call deflection strategies and reduce costs, the team ran workshops with stakeholders and the client to get a better understanding of what was driving these calls and how customer experience and ROI could improve for them.

SOLUTION

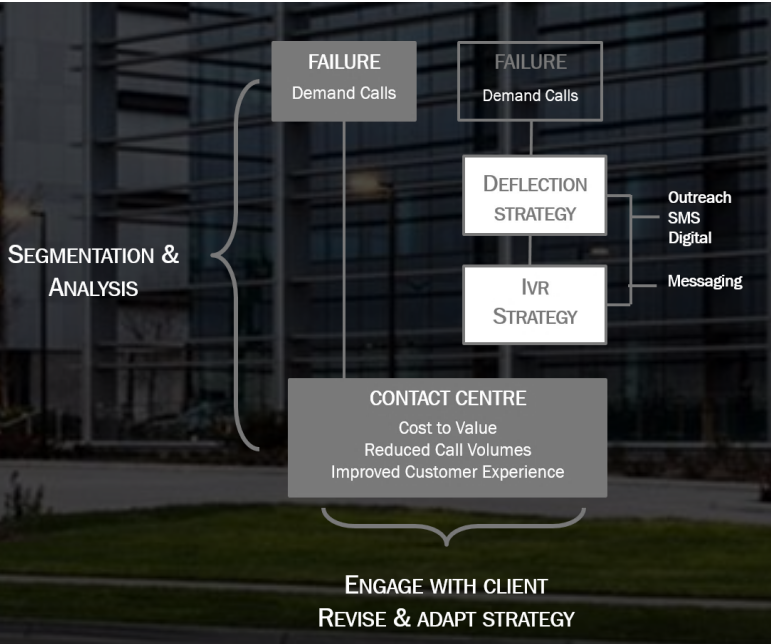
We classified the disposition (or outcome) codes that the consultants enter for each call into Value or Failure. Value calls were things like sales leads, cover enquiries, price enquiries, "I want to know about..." calls; basically calls that were likely to lead to some value for the client.

Failure calls were cancelled policies, downgrade of cover calls, online payment issues, promotional offer issues; these calls were likely to cause a loss to the client (either financial or reputational). Once the results were received, we worked with the client to resolve the issues that were causing the Failure calls.

OUTCOME

From a starting point of 50 / 50 between Value and Failure calls, **the contracted campaign now has 56% Value and 44% Failure call rates., a 12% increase in value.** This means that our client has a reduced cost to manage 'failure' and more value presented to the client, leading to increased sales/revenue.

We have helped our client improve some internal processes and have driven the use of SMS and email to keep their customers better informed. Low value calls are now being deflected from the centre through the use of IVR messaging



12%

INCREASE IN VALUE VS FAILURE CALLS & REDUCED COST TO SERVE

YOU'RE PRETTY IMPRESSED...WHAT'S NEXT ?

Scott Allan- Director of Sales & Partnerships answers the question **“Why OneChat?”**



OneChat is acutely aware of and has experience in providing the right solutions in a timely and cost effective manner. Our overriding goal is to add value to our partners organisation and more importantly your customers through value added solutions that enhance the customer experience and provide positive ROI to your business.

Scott Allan, Director of Sales & Partnerships

OneChat will use our expertise to provide you with the outcomes that you and your customers desire.

If you would like to learn how OneChat can take your business customer contact to the next level, feel free to get in touch via my details below.

Regards

Scott Allan

Director of Sales & Partnerships

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