

Beeper improve call centre operations with ClickSoftware



Background

Beeper Communications Israel, a Motorola affiliated company, has been the leading paging operator in Israel since 1988. It is regarded as one of the most innovative and reliable companies in Israel and boasts customers that include The Israel Defence Force, the Israeli Police Force, Zaka, a number of hospitals and many others.

It handles more than 1.5 million calls a month across a variety of communication services including Short Message Service (SMS), voice to SMS, multi-SMS, business answering services and inbound and outbound outsourced call centre services.

One of the core reasons that Beeper is successful is that it is constantly looking to improve the customer experience and expand the services it provides.

The Challenge

The hundreds of Call Centre staff that manage the services that Beeper provides are of course central to an efficient and successful operation. They are the first point of contact with the customer and responsible for the timely delivery of Service Level Agreements (SLAs). It is therefore critical that there are call centre agents scheduled with the right skills to meet demand and provide the high standard of response Beeper's clients have come to expect.

However with the growth and diversification of services at Beeper the scheduling of call centre agents became increasingly complex and time consuming. "A new shift starts every half an hour and there are dozens of different shift patterns to meet the increased demand, multiple service level agreements and the variety of services that are provided at any one time," said Maya Holander-Yogev, Customer Services Director at Beeper. Added to this complexity was the importance of considering the shift preferences of highly skilled agents to ensure high employee motivation and keep staff turnover low.

Unfortunately the mix of spreadsheets used to manage the scheduling of agents struggled to balance the various business considerations of the call centre. "It took five to six man-days to plan the schedule for each week, this was too long and an unnecessary cost to the business. What's more, as information was often spread across various spreadsheets, it was difficult for managers and staff to access and update rosters," continued Holander-Yogev.

Benefits

- **80 percent reduction in time** spent planning the schedule
- **Reduced administration costs**
- **Enhance demand planning**
- Clearer visibility and **greater control of operations**
- **Ability to meet change** more effectively
- **Optimized schedule** that balances business and call-centre agents' needs

The Solution

The Customer Services team at Beeper decided to look for a 'built-for-purpose' rostering solution.

After a brief period using a competitors system that was eventually deemed as unsuitable, Beeper turned to ClickRoster from ClickSoftware "We ran a pilot using ClickRoster that proved to be very successful. The managers and staff were unanimous in their praise, and it was clear that it had the capability to deal with our complex requirements," said Holander-Yogev. "The Chief Operations Officer and I had no hesitation in deciding to push forward with the full implementation of ClickRoster".

The Implementation

The implementation was managed internally by Beeper working toward the following objectives for the system:

- Reduce the time spent on scheduling
- Enhance planning of demand
- Improve visibility and control of the schedule
- Optimize the schedule to balance the needs of the business and call centre staff

ClickRoster took only one month to implement and in a short time it was fully optimized.



The Results

Beeper now has a shift-scheduling solution that has met all the objectives set out at the start of the project.

The week's schedule is now planned in just one day, reducing the time spent on administering the roster by over 80 percent, cutting costs and allowing the customer services department to divert energies toward more strategic issues.



There is seamless two-way integration with the AVAYA Computer Telephony Integration (CTI) system which feeds historical call patterns into ClickRoster. ClickRoster uses this information to forecast demand and create an optimized shift plan over the coming week. This ensures that the right call centre agents are available to take calls relevant to their skill-sets, within the agreed upon SLAs.

The call centre agents can then logon to their computer, view the available time slots and submit their preferences. ClickRoster then maps these against business rules to produce and publish the schedule for agents and management to view. This improved visibility during the scheduling process is designed to not only do what is best for the business but also the agents, Holander-Yogev again *"We want a happy and productive workforce, ClickRoster helps with this by allowing us to accommodate their needs without compromising the optimal schedule"*.

Visibility and control of operations has also improved. Line managers can view real-time roster information including which agents have logged on, which are on breaks, who has arrived late and who may not have arrived at all. This allows managers to control agent activity more effectively during shifts and quickly act upon potential shortfalls in resources so that customer services do not suffer.

If a new business line or service level is introduced, ClickRoster can be used to alter operations accordingly and quickly recalculate a new optimized roster. This has helped the company manage change faster and provides customers with a seamless transition to new services.

About ClickSoftware

ClickSoftware is the leading provider of automated workforce management and optimization solutions for every size of service business. Our portfolio of solutions, available on demand and on premise, create business value through higher levels of productivity, customer satisfaction and operational efficiency. Our patented concept of 'continuous planning and scheduling' incorporates customer demand forecasting, long and short term capacity planning, shift planning, real-time scheduling, mobility and location-based services, as well as on-going communication with the consumer on the expected arrival time of the service resource.

As the pioneers of the 'W6' concept more than 30 years ago, we have perfected solutions for solving a wide variety of problems on Who does What, for Whom, with What, Where and When. The combination of proven technology with educational services helps businesses find the right balance between reducing costs, increasing customer satisfaction, employee preferences and industry regulations/legislation. ClickSoftware's solutions manage over 200,000 resources in service businesses across a variety of industries and geographies. Our flexible deployment approach, breadth and depth of solutions and strong partnerships with leading CRM/ERP vendors and system integrators makes us the number one choice to deliver superb business performance to any organization. The company is headquartered in the United States and Israel, with offices across Europe, and Asia Pacific. For more information, please visit www.clicksoftware.com. Follow us on Twitter.

"ClickRoster is strategic to Beeper's future; it has helped the business reduce costs, improve productivity and increase visibility into performance. I would certainly recommend ClickRoster to any company that prides itself on robust service level agreements and excellent call centre services,"

Maya Holander-Yogev, Customer Services Director, Beeper

- For more information on Beeper visit www.beeper.co.il
- For more information on ClickSoftware visit www.clicksoftware.com or sales@clicksoftware.com

North America

ClickSoftware Inc

35 Corporate Drive, Suite 400,
Burlington, MA 01803, USA
Tel (888) 438 3308, (781) 272
5903
Fax (781) 272 6409

Asia/Pacific

ClickSoftware Australia PTY Ltd

Level 1, 256 Queen Street
Melbourne Victoria 3000
Australia
Tel +61(0)3 9946 6400
Fax +61 (0)3 9946 6401

Europe

ClickSoftware Europe Ltd

The Priory, Stomp Road
Burnham, Bucks, SL1 7LW, UK
Tel +44 (0) 1628 607000
Fax +44 (0) 1628 607001

ClickSoftware Central Europe GmbH

Hanauer Landstr. 293 B, 60314
Frankfurt am Main, Germany
Tel + 49 (0) 69 489813 0
Fax + 49 (0) 69 489813 99