



Optymyse Smart Wallboard Case Study

Overview

Optymyse was required to deliver real-time data from an AVAYA Contact Centre, along with motivational and supportive messaging and alerts, plus data from the Queue Buster system to TV screens, mobile devices, and desktops.

Telephony Setup

Cheshire County Council offer citizens a single point of contact for to receive County Council based services. The services provided by the contact centre include enquiries and applications for Blue Badges, School Transport and Free School Meals, along with reporting of highway faults, a payment taking service and the provision of an almost unlimited range of General Enquiries.

PBX	Software	Additional packages installed by AVAYA as part of project
AVAYA	CMS	RT_Socket

Note: SJS have connectors for many other contact centres and help desk systems, a REST API and ODBC connector.

Optymyse Installation

SJS Solutions installed 9 (nine) screens in total, 7 were responsible for displaying the real-time information from the AVAYA, plus key information from the Queue Buster external web site. In addition to Contact Centre Metrics the solution is being used to increase Employee Engagement via instant and scheduled messages (operational, social, and motivational).

Performance Improvements in first 2 weeks:

Statistic	Improvement
Service Level	Increased by 29%
Average time before answering	Reduced by 66%
No. of calls abandoned	Reduced by 66%
Percentage Answered (of offered)	Increased by 7%

Customer Profile

Customer name	Cheshire County Council
Web site address	http://www.cheshire.gov.uk/
Industry	Public Sector (Local authority)
Population	Circa 650,000
Number of employees	Circa 32,000
Net budget for 07-08	Circa £375,000,000





OPTYMYSE

smart contact centre visuals



SJS Company profile

Trading since 2001, SJS is a world leader in providing contact centre wallboard solutions, which tackle expensive workforce issues whilst improving customer experience. SJS Solutions unique, psychological approach delivers tangible, measurable results that our customers can't stop talking about.

Product profile

Optymyse is ready to motivate and engage your agents. Securely. Anywhere.

Using a neuroscience-based approach along with the flexibility of Optymyse, SJS take the guess work out of creating brain centric templates which deliver improvements in KPIs, mental health, employee engagement and customer satisfaction.

Optymyse is a powerful, browser-based contact centre visual communications solution which works wherever you do: At home, in the office or on the beach!

Business situation

Cheshire County Council wanted to improve the level of service being provided to the Public and felt that by giving agents instant access to the information available from both their telephone system and from the Queue Buster service would result in a reduction in (negative) call abandonment, along with a reduction in call waiting time and improvements in service levels and in agent motivation.

An additional driver was to alleviate the pressure endured by the management team by having to manage the team at a very low level, ensuring that staff are aware of calls waiting and managing when breaks / lunch are taken in the light of calls waiting. Without this information or micro management staff may go for breaks when there are calls waiting and be available whilst there is a dip in demand. This meant that the supervisory staff were not able to focus on the other side of the roles looking at ways to improve the performance and moral within the contact centre.

There are large fluctuations of call volumes mostly outside the control of the contact centre and as such it is challenging or impossible to influence staffing to accommodate these peaks and troughs without either incurring high costs or resulting in long call wait times. It has therefore taken a high degree of supervisory intervention to manage the staff and ensure that the queuing calls are dealt with efficiently whilst providing a quality service.

Technical situation

Cheshire County Council had an existing AVAYA PBX plus CMS reporting package. CMS provides both historic and real-time reports but these reports are only accessible to managers and supervisors on a desktop PC. In addition to this, Queue Buster calls are reported via an external website, which means that managers must look at two sources to view a full picture of contact centre activity. Agents would only know if customers were waiting longer than acceptable when a manager looked at the CMS reports and verbally made them aware of the problem, this issue was compounded by the fact that Queue Buster information was not being regularly viewed by management due to impracticalities such as website time out and the complexity of looking at multiple sources to get a complete picture. The end result was that both managers and staff are unaware of the complete picture of calls waiting and wait times making it very difficult to provide an acceptable service to the public whilst planning both general staffing and also lunches and breaks.



SJS Solutions
Your contact centre optimisation specialists

US: +1-866-412-5265 • EMEA: +44 203 642 1842 • www.sjsolutions.com • e-mail: info@sjsolutions.com
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Solution

SJS specialize in the education of customer service and HR managers who want to improve employee satisfaction and wellness.

The Optymyse Smart Contact Centre Wallboard Solution is a tried and tested solution, approved and compatibility tested by AVAYA and other large contact centre providers. The solution takes real-time information from the AVAYA and uses these metrics to populate simple values, gauges as well as trigger agent alerts or instructions via attractive templates scientifically proven to protect the mental health of agents.

Agent information, metrics, scheduled wellness messages, birthdays and infomercials, multimedia plus data driven reminders are all feed via the customers network to any number of wall-mounted televisions, desktops, or mobile devices. Optymyse can be used with any TV and includes a best in breed screen designer which gives customers completed control of all aspects of design, automation, and branding. Alternatively, SJS offer a managed service which delivers engaging, professional templates scientifically designed to tackle work force issues without the end user needing to perform any design or configuration work.

Benefits

Optymyse has enabled the Contact Centre Manager to introduce new initiatives which focus on improving performance. As a result, **queue times have dramatically reduced to just a third of what they were prior to working with SJS.** In turn, the staff are re-energized by the improvements they have achieved and can visualize in real time.

Teams have become motivated to achieve their KPIs plus the whole team has been pulling together with the common aim of ensuring that all of the services meet or exceed service levels. The teams have also started to compete with each other to see which team can achieve the best service levels, this has measurably improved performance with an average 29 percent improvement in SLA; a 66% decrease in average speed to answer and number of calls answered is also up by 7%.

Other improvements include a more professional look and feel to the contact centre, plus a faster more consistent communication mechanism which ensures agents are always aware of issues, scheduled events and other useful information.

SJS were on average approximately 50 percent of the cost of their competitors who tendered, which effectively meant that the County Council were able to afford, and justifiably proceed with the procurement of the wallboards and subsequently reap the benefits.

Vendor Selection Process

Cheshire County Council approached 3 well known wallboard specialists each were able to offer Wallboard Solutions compatible with AVAYA telephony and Queue Buster web sources however SJS differentiated themselves by offering a higher level of flexibility and were able to complete the task at a lower cost point while providing all the functionality and support needed by the customer.

Installation and after Care

Installation, workshops and training were performed in a professional and timely manner, SJS engineers are knowledgeable, professional and courteous, they demonstrated a good understanding of the AVAYA PBX and training was also of a high standard, although the system is extremely intuitive.

SJS continue to provide free templates and workshops to ensure our contact centre looks great and our agents are engaged and motivated.





Testimonials

The Contact centre is a very spacious and pleasant environment but now it also has that added professional feel.

Staff motivation has improved which has translated directly to better customer service. Prior to installation of the wallboards agents were unaware of what the service levels were and the impact that they personally can have on them. Now everyone is aware and is striving to improve their service levels, this has meant that **for the first time all 12 services have ended the day above target.**

Agents are more informed and are able to choose when to take their breaks at a suitable time. This has reduced the burden on the supervisory roles, improved motivation of staff and provided better service to customers.

This is the first time that I have received a system which does what I want it to and will respond immediately if I need it to change. I can enter a message as quickly as it takes me to type it.... the entire wallboard is in our control and everyone can see the results instantly.

Prior to the installation of the wallboards, in the event of urgent news, such as today's gas explosion that resulted in many local road closures, I would have had to send information via an email to all staff and then go round and prompt everyone to view their emails! **Now I can just spend 30 seconds entering a scrolling message and everyone can see it straight away.** It's very clear and it's very easy for me. Staff now respond to customers more effectively and accurately and call times can be reduced because a consistent message can be conveyed.

The system is really easy to use and very flexible; I can introduce new services onto the wallboards, or remove old ones, in the contact centre without involving IT; each wallboard can be controlled independently which we have found to be extremely useful; The wallboard can display multiple rotating pages or freeze a single page. In essence the wallboards will display what we want them to and when and refresh our performance data within about 3 seconds. I can schedule messages to start and end at specific times, which means that we aren't left with irrelevant messages until we remember to switch them off! This gives the messages we display much greater impact. We are able to add new services to the wallboards without involving either SJS or our IT department, **it feels very empowering.**

SJS have been great during the whole process. Right from the outset they have been professional and supportive. They showed us what the system would look like and it did, promised us to incorporate bespoke Queue Buster information (which we thought was more of a wish list item than reality), which they did and supported us through the whole process. They have also helped us with some other technical issues that were not within their remit. This was above and beyond what I expected, and we are very grateful. **In essence, the product, flexibility, and service from SJS greatly exceeds the price that we paid for it.**

Tel: 0203 858 7376

Email: info@sjssolutions.com

Website: www.sjssolutions.com

Product website: www.optymyse.com

