

Web Self-Service Drives Out Call Centre Costs

Challenges	Solutions	Results
<ul style="list-style-type: none">• Major Financial Services business wanted to save on Cost-to-Serve by reducing call centre volumes.• FY-end activity traditionally drove massive volumes of inbound calls.• Tight timeframe before next FY-end activity commenced.• Product information was complex & heavily regulated by compliance requirements.• Existing information in disparate sources with different business owners.	<ul style="list-style-type: none">• Analysed both qualitative & quantitative call centre data on inbound calls.• Created extensive web-based knowledgebase accessible by Customers & call centre agents.• In time for FY-end comms, heavily promoted existence of knowledgebase in all outbound material.• Reviewed inbound call volumes & types & knowledgebase traffic to determine & plug gaps.	<ul style="list-style-type: none">• Inbound call volumes decreased & delivered on-target cost savings.• Online engagement supported further cost-saving initiatives like Customer Portals for web-based account management/self-service.

