

Spotlight on A.B. May

Profile

A.B. May is a Kansas City-based company that was purchased in 1959 by Aleda and Bill Posladek that provides Heating, Cooling, Plumbing, Electrical, and Appliance Repair services with a customer experience that is nothing short of exceptional. Their approach to fostering excellence begins with their top-down approach to building a culture of generosity, from facilitating services and support that foster health and well-being to community involvement.

Challenges

- Employee Behavior:** Needed more visibility to agent schedule compliance, use of appropriate wrap codes, and agent communication skills
- Customer Experience:** Required an accurate depiction of what callers were experiencing in the phone system before they reached an agent
- Departmental Processes:** Desired a clear picture of the phone system to see where callers were sent when there were influxes of calls in the queue

Solution

- Implementation of Brightmetrics full suite:
 - Core UC Analytics
 - ECC Analytics
 - Real Time Dashboards
- Insights to the technical setup of the phone system
- By utilizing Real Time Dashboards, employees could self monitor queue
- Use historical reporting to find patterns and implement new process based on trends

Results

	2016	2017	% Change
Call Count Abandoned	10,082	7,430	26.3% 
Time - Queued Average	1:39 min	1:08 min	31.3% 

Enabling annual net savings and new revenue over \$200K

Identifying Challenges

The A.B. May contact center team provides one of the first opportunities to deliver that white glove experience for their customers. Their 25 agents manage both outbound and inbound calls. Many of the calls they field occur when callers are experiencing extreme temperatures without climate control in their homes.

While using the native Mitel Connect (formerly known as ShoreTel) phone reporting, this management staff struggled to base their operations on the data provided.

The challenges faced by the A.B. May contact center team stemmed from the inability to access (and in some cases drill down into) complete contact center data that they needed to illuminate the following areas:

1. Employee Behavior

This behavior covered many aspects of their agents' schedules, from taking breaks and clocking in at the appropriate time to wrap codes and potential contributing factors leading to lost sales opportunities.

2. Customer Experience

Native reporting made it challenging to comprehend the end-to-end customer behavior. For example, it was difficult to determine the relationship of automated returned calls.

Shellie O'Dell, the Contact Center Manager, had this to say about Brightmetrics:

“*The reporting allowed for visibility to schedule compliance for management and the agents themselves. It saved the company at least an average of 8K a month, times average staff of 20, conservatively it saved the company \$160,000!*”

3. Departmental Processes

During higher call volumes, call overflow was originally routed to multiple departments. They suspected this was inefficient but could not drill down into the calls to validate this assumption.

The Solution

O'Dell decided to implement a trial run of Brightmetrics Core Analytics, ECC Analytics, and Real Time Dashboard modules. She was immediately impressed with the amount of accessible data for her team.

“Brightmetrics came along, and all of a sudden, it was speaking our language. I thought, “This is what we need.” It was like getting maple syrup out of ShoreTel, and now we had Niagara Falls coming out of Brightmetrics. It was just wonderful.



O'Dell was able to provide the leadership with concrete evidence that led to a fact-based, data-driven decision-making process.

“There was a shift in how the company viewed the call center because I could easily show the detailed data that validates the summary information and trends we could now easily visualize.

O'Dell installed two real-time dashboards in the contact center. Employees could then see the current queue in real time. She also had her employees run their own weekly reports to self-assess opportunities for improvement.

They leveraged cradle-to-grave reporting and studied wrap codes to find patterns. They later implemented processes that reduced the wasted opportunities from 20–30 to 2–3 per week.

O'Dell's individual coaching and integration of CRM + outbound call reporting resulted in an additional \$30,000 in revenue during the first week of implementation. She says:

“I don't know if I could've done all that without Brightmetrics. Brightmetrics was like the window into the phone system that allowed us to actually see what we were doing.

Another significant benefit is the reporting they were able to access regarding the technical setup of their phone system. Some of the initiatives they tested included messages to customers during high call volumes, automated call return options, and implementing IVR systems into their processes.

“Brightmetrics let us see the impact of the changes we were implementing; it showed us whether or not they were working, which enabled us to adjust and fine-tune based on these data insights.

Brightmetrics enabled O'Dell and her leadership to easily access and review the right metrics, and refocus their time and effort to building a distinct family culture in the workplace, refining resources to empower employees and deliver an exceptional customer experience for A.B. May's customers.

“Brightmetrics took away all of the busy work that I was doing and allowed me to focus on the intentional work that I needed to deliver first-class service to our customers.