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Lighthouse Works Achieves a 35% Drop in Abandon Rate Using Brightmetrics Real-Time Analytics

LIGHTHOUSE WORKS
Envision Results › Empower Lives

Client
Lighthouse Works

Industry
BPO

Location
Florida, US

Website
lighthouseworks.org

About Lighthouse Works

Lighthouse Works is an innovative non-profit social enterprise specializing in contact center management and other outsourced business processes (BPO). It uniquely focuses on employing individuals with limited or no vision. Serving over 30,000 clients across central Florida, Lighthouse Works embodies its mission to create meaningful employment opportunities through its operations, contributing over 400,000 hours of labor.

Committed to ensuring its contact center services are transparent, efficient, and engaging for customers and agents, Lighthouse Works effectively uses performance data. This approach involves diligent collection, analysis, and strategic actions based on the insights gained from this data to enhance service delivery.

Challenge

Seeking to enhance its operations, Lighthouse Works decided to replace its outdated contact center system with the more advanced Genesys Cloud, renowned for its customer experience capabilities. This move aimed to harness a modern and integrated platform that excelled in reliability and cost-efficiency.

However, contact centers, including Lighthouse Works, are often confronted with challenges such as handling enormous data volumes, system integration complexities, and the pressure to maintain efficiency while enhancing the customer experience. These issues can result in increased operational costs, decision-making hurdles, and unsatisfactory customer satisfaction. Even after shifting to Genesys Cloud, Lighthouse Works noticed the platform lacked the advanced real-time capabilities crucial for fine-tuning agent performance and achieving a more dynamic operational environment.

Outcomes

✓ Integrating Brightmetrics provided crucial real-time insights, enhancing agent productivity by 11%, reducing average handle time by 28%, and decreasing call abandonment rates by 35%.

✓ These improvements have boosted operational efficiency and customer satisfaction, furthering Lighthouse Works' mission of combining business success with meaningful societal contributions.

"Our Team Leaders spend less time chasing agents around. We have much more control over resource allocation and consistency across telephone platforms."

Ryan Brown, Vice President of Operations, Lighthouse Works

Solution

Lighthouse Works fully adopted Brightmetrics in August 2023, successfully integrating the solution into their existing Genesys contact center framework. This adoption provided a cohesive operational view, enhanced by features of the Brightmetrics platform, including intuitive real-time dashboards and advanced analytics. This solution enabled the team at Lighthouse Works to engage in proactive decision-making by promptly identifying and addressing operational inefficiencies.

Brightmetrics real-time analytics introduced several essential enhancements, such as live agent activity monitoring, proactive queue management, and the ability to do instant data drill-throughs. These features overcame Genesys Cloud's initial challenges and transformed Lighthouse Works' approach to managing its contact center.

Notably, nearly 90 percent of employees at Lighthouse Works leverage Brightmetrics for real-time data analysis, with a growing number also utilizing it for historical data insights and reporting—a testament to Brightmetrics' automatic reporting capabilities and the comprehensive analytics it offered beyond what was available through their contact center platform.

11.22%
Agent productivity increase

28.81%
Average handle time improvement

35.19%
Decrease of abandonment rate

Results

The integration had a remarkable impact, boosting agent productivity by 11.22%, cutting average handle time by 28.81%, and decreasing the abandonment rate by 35.19%. It also enhanced resource allocation, trimmed management time, and boosted transparency and engagement for agents and clients. These significant improvements furthered Lighthouse Works' mission to offer meaningful employment opportunities and provide impactful services to its 30,000 clients.

Metric	Before BM	Since BM	%Change
Productive Rate	74.77%	83.16%	**11.22%**
Average Handle Time	0:14:52	0:10:35	**28.81%**
Abandonment Rate	14.49%	9.39%	**35.19%**
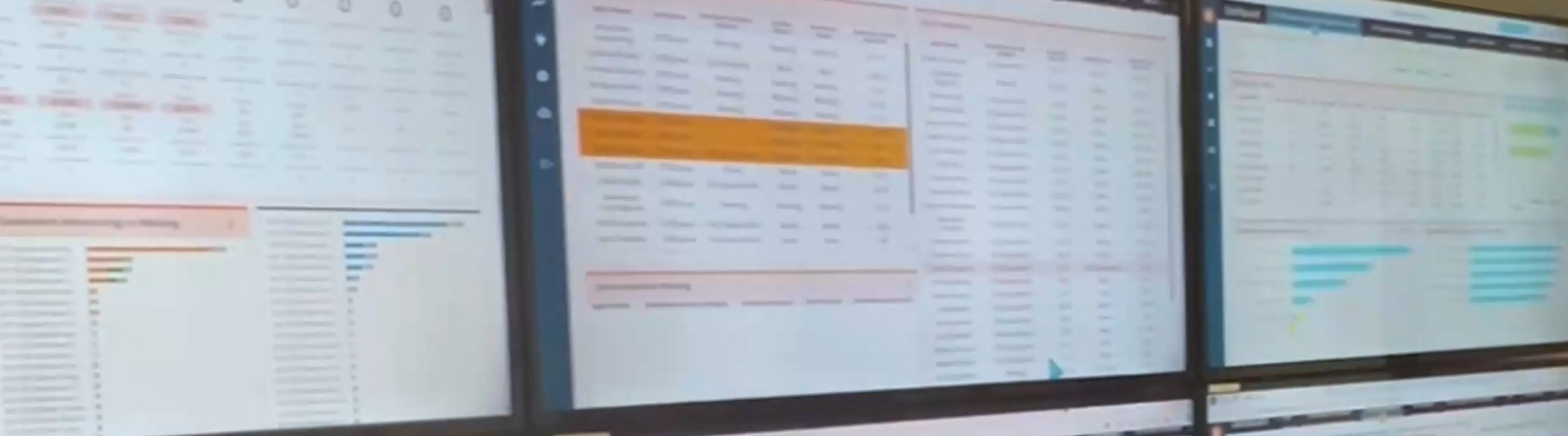
According to Ryan Brown, Lighthouse Works is in a good position today. "Our Team Leaders spend less time chasing agents around. We have much more control over resource allocation and consistency across telephone platforms." Perhaps most importantly, "We've increased the productivity of our agents, and therefore, that directly impacts the customers we're serving."

Lighthouse Works has also used Brightmetrics to provide some of its customers with dynamic dashboards. "We've built dashboards for a couple of our clients, so they have visibility, and I know that they've really appreciated that," Schlesinger said. "The Brightmetrics dashboards can be tailored to very specific needs, which is great," a Lighthouse Works client added.

Throughout its journey with Brightmetrics, Lighthouse Works team members have been consistently impressed by both the solution and the people behind it. "The responsiveness from Brightmetrics has been exceptional – exactly like Lighthouse Works strives to be with all its clients and employees.

> "Our standout moment was realizing the platform's power in allowing us to effortlessly build and customize dashboards using our own data."
>
> Mark Schlesinger
> Director of Contact Center Operations
> Lighthouse Works

Conclusion

Integrating Brightmetrics into Lighthouse Works' contact center operations transformed their capability for real-time data analysis, an area where their previous Genesys Cloud platform fell short. This enhancement allowed agile dashboard customizations that significantly improved agent productivity and overall operational efficiency by optimizing resource allocation and reducing management time. The initial trial-and-error phase was pivotal, highlighting the essential role of adaptability in technology implementations tailored to specific organizational needs.

From Lighthouse Works' experience, real-time data and advanced analytics are crucial for optimizing the performance of contact centers. These technologies have a profound impact on enhancing operational efficiency and improving service quality. For non-profits and BPO organizations, the success of Lighthouse Works is a powerful example of how strategic investments in technology boost performance and strengthen stakeholder trust and satisfaction, showcasing the expansive potential of these technologies to support and advance social missions.

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Brightmetrics equips contact centers and enterprises with intelligent analytics and reporting solutions to convert data into actionable insights. Our platform supports real-time and historical analysis, improving customer experience by driving strategic decisions and operational improvements. With Brightmetrics, businesses achieve smarter decisions, enhanced efficiency, and sustained growth through comprehensive data insights.

To learn more or to schedule a demo, visit **www.brightmetrics.com**