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How a Town's Service Provider Reduced Call Wrap-Up Times by Nearly 90% with Brightmetrics

Redditch Borough Council
Working together for our communities

Client	Industry	Location	Website
The Redditch Borough Council	Government	Worcestershire, UK	www.redditchbc.gov.uk

Overview

Redditch Borough Council serves over 80,000 residents, but its contact center struggled with high call abandonment rates and lacked the data visibility needed to drive improvements. By integrating Brightmetrics, the Redditch Borough Council gained powerful analytics and real-time monitoring, enabling management to track agent performance, reduce inefficiencies, and implement data-driven solutions. As a result, call abandonment rates and wrap-up times have dropped by nearly 90%. Brightmetrics' advanced reporting also supports personalized agent training, enhancing efficiency and service quality. With better insights and faster response times, the Redditch Borough Council has significantly improved agent performance and resident satisfaction.

About Redditch Borough Council

The Redditch Borough Council is the primary point of contact for over 80,000 residents and local businesses in Worcestershire, UK. It oversees various essential services, from waste and tax collection to environmental health enforcement and community safety initiatives. Whether residents need to make a payment, submit an application, or report an issue, their inquiries often start here.

Outcomes

✓ Call abandonment rates and wrap-up times have dropped by nearly 90%

✓ Call wrap-up times, previously as long as 25-30 minutes, were reduced to four minutes or less

> "Since we started using Brightmetrics, we've seen a massive improvement in abandoned calls. By the following month, we were already seeing results—our abandonment rate dropped from 35% to just 4-5%."
>
> Khalid Bauluck, Senior Support & Scheduling Officer, Redditch Borough Council

Challenge

Redditch Borough Council relied on its Mitel phone system and a team of contact center agents to handle constituent calls. However, the 10-agent maintenance team, responsible for repair reports and scheduling tradespeople, faced call abandonment rates as high as 35%. Calls also took too long to conclude or "wrap up."

When Khalid Bauluck stepped into the role of Senior Support & Scheduling Officer, he quickly recognized that these inefficiencies were unsustainable. However, he lacked the visibility needed to diagnose the issues. The Redditch Borough Council's Mitel system provided no real-time data on call volume spikes, long wait times, or abandonment rates. Additionally, most phone system management and performance tracking were done manually. Bauluck needed a way to automate these processes and equip his team with actionable insights.

Solution & Implementation

Seeking a way to gain better visibility into call data and improve team performance, Bauluck explored Brightmetrics and quickly saw its potential. The platform's seamless integration with the Council's Mitel system and robust analytics and reporting features made it the ideal solution. Once implemented, Brightmetrics enabled Bauluck to analyze call trends, identify inefficiencies, and share key performance insights with his team.

With Brightmetrics, he developed a more precise system and agent performance reports, allowing him to address long wait times, high abandonment rates, and other challenges. He also introduced real-time monitoring through TV dashboards and audio alerts that notify agents when wait times exceed targets. Agents can now track their own performance, compare it with colleagues, and respond proactively to waiting calls.

Additionally, Bauluck uses Brightmetrics to generate granular reports for one-on-one coaching sessions, providing data-driven insights to guide agent training and performance improvements.
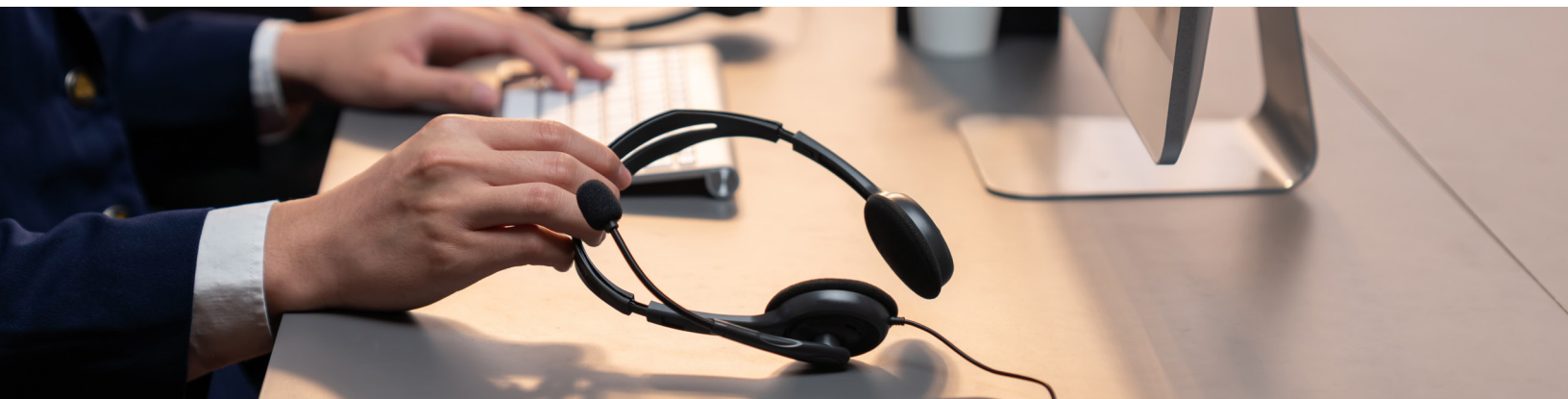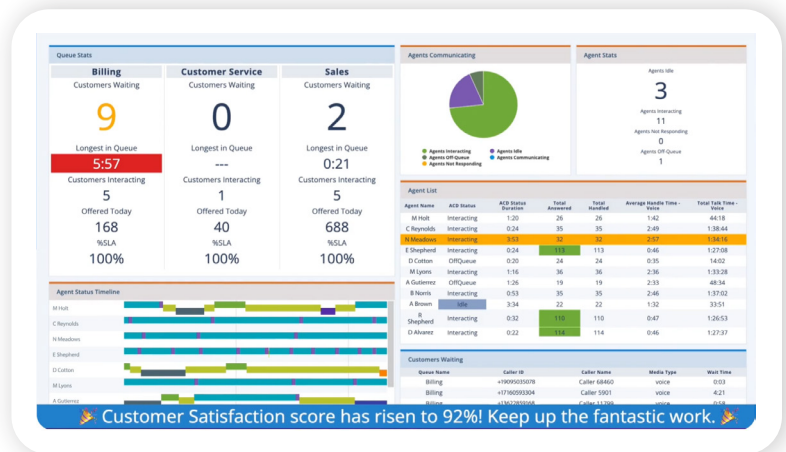
Results

Within 30 days of deployment, Bauluck's team saw dramatic improvements. Call abandonment rates dropped from 35% to just 4-5%, while call wrap-up times, previously as long as 25-30 minutes, were reduced to four minutes or less.

Brightmetrics also enhanced workforce tracking by introducing custom activity codes, helping agents log their time accurately and consistently. This data has allowed Bauluck to pinpoint areas for improvement and recognize top-performing agents in coaching sessions.

The platform's insights and automation have transformed agent performance and won over both Bauluck and his team. Looking ahead, he plans to deepen his expertise through Brightmetrics training, further optimizing operations for the Redditch Borough Council and delivering greater value to their community.

> "Before Brightmetrics, I had no way to monitor wrap-up times in real time—I had to pull reports, which I didn't have time for. Now, with the dashboard always visible, I can instantly spot issues and send a quick message to keep agents on track."
>
> Khalid Bauluck
> Senior Support & Scheduling Officer
> Redditch Borough Council

Conclusion

Brightmetrics' seamless integration, powerful analytics, and user-friendly reporting have transformed call handling for the Redditch Borough Council's repairs team. Real-time performance data is now displayed to agents, while historical and live insights enable the team leader to provide targeted coaching and actionable recommendations. As a result, call abandonment rates and wrap-up times have dropped significantly, agents are more efficient and effective, and constituents receive faster, more responsive service. Government councils and public service organizations that rely on phone interactions to serve their communities can achieve similar breakthroughs in efficiency, responsiveness, and service quality with Brightmetrics.

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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.