



Skipton Building Society - A Case Study

Background

This OrderlyQ deployment took place in Summer 2009, for Skipton Building Society, a financial services company.

The trial line was a sales line for an Investment product. Call volumes on the lines can be moderately high at certain times. The effect of this was that callers were waiting on hold for long periods to be served, resulting in many callers not getting through at all. There were also periods of idle agent time when queues emptied.

Orderly Software used the OrderlyStats statistics package to gather call statistics for a Control sample of one week (before the OrderlyQ deployment), and a one week period after OrderlyQ had been deployed with similar numbers of callers and staffing levels. Then the OrderlyDialler add-on was activated for a further week.

“This is the *best* queue system I've *ever* encountered!”
- Mr Martin, Satisfied Caller

Summary Outcome

The key conclusions are:

- OrderlyQ alone was highly effective in helping the team answer more callers, with caller abandonment falling by 55% with just the basic OrderlyQ system alone.
- With the OrderlyDialler in place, caller abandonment dropped by a staggering 88% to just (i.e. to just one eighth of its former value)
- With OrderlyQ in place, the average wait time also dropped by 28 seconds (i.e. shaved 1/3 off the wait time on average).

OrderlyQ was *fast* and kept the calls *flowing* and the queue size *down*.

- Marie, Happy Agent

Investment Line Data - OrderlyQ

	Control	OrderlyQ	Change
Average Wait Time	1m 31s	1m 3s	Down 28s
Call Abandonment	22.7%	17.1%	Down 25%
Caller Abandonment	17.6%	7.9%	Down 55%

Investment Line – OrderlyQ Analysis

The OrderlyQ system works by encouraging callers who will have a long wait to hang up and call back later, and restoring these returning callers to the front of the queue.

“ I’m *very* happy with the system. I was told to call back in seven minutes and got through *straight away!*
- Mr Kearney, Satisfied Caller

With this system, more callers will get through on the first call as the people who choose to hang up and call back help other callers get through more easily. Callers on the second call almost always get through, making third and fourth calls unnecessary. This is why the average wait time has dropped by almost a third to just over 1 minute.

This also explains why the Call Abandonment rate (the frequency of unanswered calls) has actually *dropped* by 25%, even though we are encouraging callers to hang up and call back later when the estimated wait is long.

To really see the effectiveness of the system, one must look at the Caller Abandonment rate (the frequency of callers who do not get through at all). This has dropped to **less than half** of its former value as a result of these improvements, without hiring additional staff.

Investment Line Data - OrderlyDialler

	Control	Dialler	Change
Average Wait Time	1m 31s	1m 5s	Down 26s
Call Abandonment	22.7%	13.9%	Down 39%
Caller Abandonment	17.6%	2.1%	Down 88%

Investment Line – Dialler Analysis

With the Dialler add-on activated, even more dramatic improvements were demonstrated.

The Dialler calls back callers who have not been answered yet, and activates automatically when agent idle time can be found.

Because some callers did not have to initiate a call back in, The Dialler reduced the Call Abandonment by 39%, which is greater than the reduction with just the OrderlyQ basic system alone. The reduction in wait time was similar to the basic OrderlyQ system.

The true effectiveness of the Dialler can be seen when looking at the Caller Abandonment (the frequency of callers who did not get through at all) – this is **down by 88%**, from 1 in 6 callers not getting through, to just 1 in 50 callers not getting through.

To conclude, OrderlyQ has demonstrated a substantial and quantifiable benefit on this line.

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