



BENSONS FOR BEDS

CHALLENGE

Bensons for Beds is a furniture manufacturer and distributor with call centres in Warrington and Tewkesbury. Due to a restructure, their call centre was suffering from very high call volumes at certain times, resulting in some very 'peaky' call periods where customers were waiting on hold for too long. As a result, many customers were simply hanging up in frustration and not getting through at all. There were also periods of idle agent time – 'troughs' – when queues emptied.

SOLUTION

We worked with Bensons and used the OrderlyStats package to gather call statistics for a one week period before introducing OrderlyQ to their contact centre. We then measured call statistics for one week period after deployment. The number of inbound callers and agent levels across the two weeks were very similar.

RESULTS

Introducing OrderlyQ to their call centre helped Bensons in so many ways:

- 1) OrderlyQ gives callers an estimated wait time, allowing them to make the decision whether to continue to hold or call back after the given time and move straight to the front of the queue. So more people were able to get through on their first call and didn't hang up in frustration.
- 2) OrderlyQ also shortened the queue faced by new callers, so more callers got through in a shorter time.
- 3) OrderlyQ helped even more people get through by putting the callers that decided to hang up and call back to the front of the queue, making subsequent call attempts unnecessary and eliminating caller 'churn'.

4) As complaints about queuing were reduced, average call duration also reduced. This helped the agents deal with more callers in a shorter space of time.

5) It also helped agent job satisfaction as they got to talk with happier customers. No-one wants to be on the phone talking to disgruntled customers all day.

The results were remarkable:

- The proportion of callers answered increased from 56.7% to 91.6%
- Call abandonment decreased to just one fifth of its former value
- Effective capacity of the call centre increased by 60%, and the call answer rate increased by 39%
- Average talk time dropped by 7.3 seconds as less time was spent complaining about the queues
- A 59% increase in the number of answered callers, even though the team size was the same
- Average wait time was decreased by 65%.

To see similar results using a traditional queue system, the call centre would have had to increase staffing by at least 60%!