

BYTE Computer

Call Center Services' Optimization

<https://www.byte.gr/>



Call-to-employee ratio in **call centers** is significantly higher or lower than ideal.

Our solution aims to companies that own a structured call center.

The object of the product is to examine whether there is a way to optimize your call center shift program as well as to assess the benefit in terms of customer service and staff utilization.



CHALLENGES

Firstly, the ratio of calls to agents is significantly higher or lower than optimal. Secondly, sometimes the staff is not utilized optimally resulting in idle time. Moreover, the waiting time is too long for those who call the center.

OUR SOLUTION

- Optimization of the shift program in the company's call center.
- Estimation of the expected benefit in terms of customer service and staff utilization.

DESIRED OUTCOMES

Our product's goal is to make the best out of the existing staff and to minimize the abandoned call rate, by predicting the number of incoming calls. We strive to help our client maximize profits and vanish costs, using automation through its procedures.



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Our solution allows us to predict the workload of the call center, looking at the data so far.

We distribute the working hours of the center's employees properly. This way, all calls are served quickly and efficiently.

ACCURATE PREDICTION

Our product accurately predicts the number of incoming calls to the call center. This is achieved through the detailed processing of existing data. The algorithm recognizes seasonality change and trends, thus predicting extreme values over time.

REARRANGEMENT OF STAFF

The result of the algorithm suggests the ideal layout of employees during the day. The existing staff is rearranged, so that the ideal call service rate is approached at all hours / days and the Abandon Call Rate is minimized.

COST REDUCTION

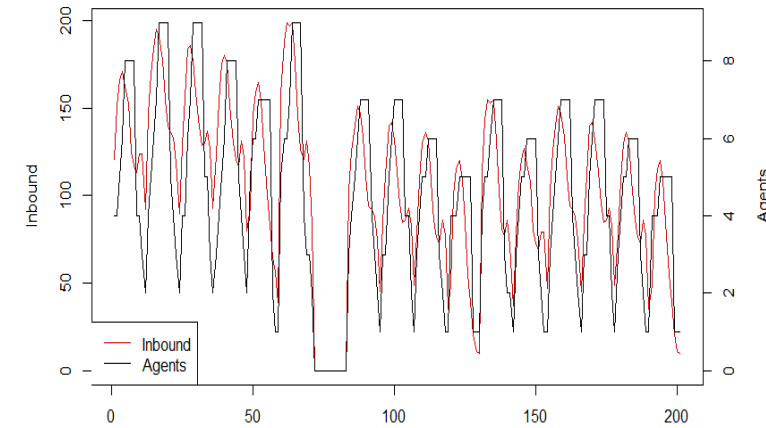
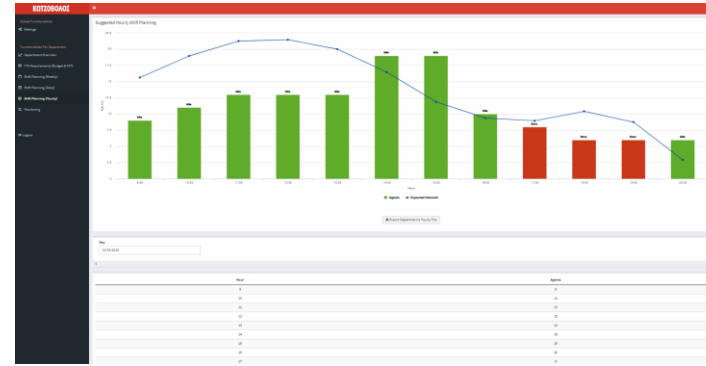
Our call center optimization solution provides information and suggestions, to follow the best strategy in the allocation of resources of the department. Thus, the center chooses the business strategy with the lowest costs and the most profits.

COSTUMER SUCCESS

Our proof of success is Kotsovolos (Dixons South East Europe); A company in the Consumer Electronics industry and a leading omnichannel retailer of technology products and services. Focusing on their call center, we were asked to optimize the department's performance by forecasting the future workload of its employees.

EASY PROJECT CUSTOMIZATION

The algorithm considered significant changes in the influencers of incoming call center calls. Specifically, for 2019 its application was differentiated for the different seasonality trends (ex. Special events) to maximize profit margin and reduce operational costs and take strategic decisions.



The call center consisted of 45 people with two main departments; Telesales and Customer Care. The center was open 71 hours per week and seasonality had a strong effect on the inbound. Unlike in the branches, in this call center every single call *must* be answered.

OUTCOMES

Maintaining the existing number of employees, our solution minimized the percentage of missed calls (Abandon Rate), improved quality of service and automated the process used for rostering and monitoring results.

The tools used were forecasting techniques, heuristic rules and business logic and constrains.

Optimize your call center now with Byte Computer and Microsoft

Call for more information: +30 210 9002000

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