



SKIPTON BUILDING SOCIETY

CHALLENGE

Skipton Building Society is the fourth largest building society in the world. Their call centre often experienced high call volume so callers had to wait on hold for long periods – resulting in disgruntled customers, unanswered calls and lost revenue. On the other hand, there were also periods of idle agent time when queues emptied – impacting agent productivity.

SOLUTION

Skipton Building Society turned to us to help them overcome these challenges. We suggested using the OrderlyStats package to monitor the performance of a sales line over a three week period.

- **Week 1:** we measured call statistics before introducing OrderlyQ to their call centre
- **Week 2:** we deployed OrderlyQ. Each caller is given an individually estimated wait time and they're free to hang up and call back when their slot is ready, rather than wait on hold. As a result, more callers get through on the first call, as those who chose to hang up and call back later reduce queue size – thus 'flattening out' peaks and troughs
- **Week 3:** we installed the Orderly Dialler add-on. The Dialler calls back callers who have not been answered yet, and activates automatically when agent idle time can be found.

At the end of the three week reporting period we compared the results using OrderlyStats.

RESULTS

The new OrderlyQ system made an incredible difference to the call centre's performance:

- OrderlyQ alone was highly effective in helping the team improve productivity. The number of callers answered significantly increased
- OrderlyQ reduced call abandonment rate by 55%
- OrderlyQ has also minimised wait times by almost a third.

With the Orderly Dialler add-on we achieved even better results:

- The Dialler reduced call abandonment by 39% as some callers didn't need to call back in
- It also brought down caller abandonment by a staggering 88%.

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

Marie, happy agent

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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

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