

## Inbound Contact Centre:



To increase the hours of service provided by the client to its customer base resulting in increased customer satisfaction.

### Summary

*Our client, a large Housing Association, was struggling to manage the balance between cost efficiency and customer service. It provided very skeletal inbound call centre support, operating during normal working hours. However as most of the calls from members requiring help were received after hours and over the weekends, Motivation covered the calls for these peak hours on a very cost efficient model for the client. This resulted in the client providing cover for 99.5% of the calls, instead of the 40% before Motivation was engaged.*

### Background

The organisation manages over 3000 properties and one of the most important tasks is to provide a breakdown support service for household supplies. Our client provided a free phone hotline to cover during normal working hours of 9am to 5pm Monday to Friday, but it struggled to make provisions for out of hours and over the weekends. The problem was compounded as most of the calls were received out of hours, resulting in unsatisfied callers who were just clogging up the answering machine.

### Brief

Out of hours cover for the hotline on a shoestring budget.

### Solution

Motivation analysed the call volumes and was able to offer a solution, whereby optimisation of resources resulted in Motivation being able to provide the cover without massively changing its resource schedules. Motivation was already providing out of hours cover to other organisations. Experienced staff were utilised and by restructuring the rota, Motivation were able to satisfactorily provide a solution with minimal outlay. A pricing structure which was based on call volumes rather than fixed hourly or FTE rate, meant that client could get a prompt approval from the board and the service was rolled out within weeks of the first contact with the client. With a limited budget, the client was able to increase its hotline cover from 40% to 99.5%, which in turn resulted in increased customer satisfaction ratings year on year.

### Housing Association Director Procurement

*"The only criticism about the relation with Motivation would be that it took us two years to find a solution and we suffered from customer complaints. The best part is that it is well behind us, we have an excellent value for money service being offered which we are well pleased with"*