



Transformed CX:

CCaaS and BPO Centers of Excellence

50%

increase in
SLA compliance

40%

improvement in customer
satisfaction scores

30%

reduction in average
call handling time

OVERVIEW

Client: Leading Global Contact Center

Industry: Customer Service and Support

Geography: North America, Europe, Asia

Employees: 20,000+

Annual Call Volume: 50 million+

Challenges

The contact center faced several challenges in managing its operations and delivering high-quality customer service:

- **Process Inefficiencies:** Variations in call handling processes led to extended call times, increased costs, and inconsistent service levels.
- **Customer Experience:** Long wait times and missed first-touch resolutions negatively impacted customer satisfaction and retention.
- **Data Integration:** Integrating data from multiple systems to gain a comprehensive view of the customer journey was complex and time-consuming.
- **Performance Monitoring:** Identifying and addressing performance bottlenecks in real-time was challenging, leading to missed service level agreements (SLAs).

Solution

Apromore was utilized to address these challenges through its advanced process mining capabilities.

- **Data Extraction:** Apromore extracted event data from the contact center's CRM, call management systems, and feedback tools, providing a comprehensive view of the customer journey.
- **Process Mapping:** Using Apromore, the contact center automatically mapped end-to-end call handling processes from event data, revealing inefficiencies such as rework loops in handling customer requests due to ineffective triaging, and areas for improvement.
- **Variant Analysis:** Apromore's tools were used to analyze process variants, identifying patterns and variations that affected call handling efficiency and customer satisfaction.
- **Performance Monitoring:** Continuous monitoring of call handling processes allowed for real-time identification of bottlenecks, deviations from optimal workflows and breaches to call center SLAs.
- **Customer Experience Improvement:** Apromore identified inefficiencies and process breakdowns, enabling a faster and more efficient resolution of customer inquiries. The platform standardized best practices across different teams, ensuring consistent and high-quality service delivery.

Results

Operational Excellence

30% reduction in average call handling time.

Enhanced process visibility and reporting, leading to better decision-making.

Customer Experience

40% improvement in customer satisfaction scores.

Reduced customer wait times by

25% thanks to more consistent workforce performance measurement and reduced variability.

Data Integration and Analysis

35% improvement in data accuracy and availability for decision-making.

Enhanced ability to identify and address process inefficiencies through integrated data analysis.

Performance Monitoring and Compliance

50% increase in compliance to SLAs such as first-touch resolution and on-time performance.

Conclusion

By leveraging Apromore's process mining capabilities, the global contact center was able to drive operational efficiency, improve customer satisfaction, and ensure compliance with service level agreements. These strategic initiatives not only enhanced the quality of customer service but also streamlined operations, positioning the contact center as a leader in the customer service industry.

About Apromore

The Apromore™ platform is an easy-to-use, fast-to-deploy AI-driven process mining solution that enables business and technology teams to quickly visualize and analyze their business processes, and simulate proposed changes prior to implementation in order to measure impact and risk.

The result of over a decade of extensive research and innovation from leading universities, the Apromore platform includes no-code features and a simple UI that continuously delivers new insights into operational performance and compliance.

For more information, visit <https://apromore.com/product>