

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+



- **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

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

- **Data Extraction:** Aptomore 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 Aptomore, 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:** Aptomore'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:** Aptomore 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.

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.

Results

The bank achieved significant improvements across multiple key areas:



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.