Enghouse Interactive

CASE STUDY

How Enghouse Enabled Edenred to Boost Contact Center Efficiency with Customizable Solutions

an Enghouse Interactive Case Study   Industry: **Specific Purpose Payments**

Redefining Corporate Payments and Benefits with a Global Impact

Edenred is a world leader in specific purpose payments. Its solutions are tailored for use cases such as employee benefits, fleet and mobility services, and corporate payments.

Founded in 1962, Edenred operates in 46 countries. It serves over 50 million users, 2 million partner merchants, and 900,000 corporate clients. The company provides meal vouchers, gift cards, wellness programs, and employee incentive solutions.

Edenred has shown consistent growth and expansion through strategic acquisitions and partnerships. Their services contribute significantly to local economies, facilitating around 41 billion Euros (44.4b USD) in business volume annually.

Enhancing Service Across Clients, Partner Merchants and End Users

Industry: Specific Purpose Payments

Goals: Reduce IVR navigation time

Alleviate overload on contact centers during application downtime

Connect callers with the most suitable agents swiftly

Monitor real-time performance to enhance contact center operations

Customize and automate report generation and emailing

Benefits: Significant reduction in IVR navigation time for partner merchants – a notable 67% reduction

Greater contact center operational efficiency

Connecting Callers to the Most Suitable Agents in the Shortest Possible Time

Edenred serves three primary segments: clients, partner merchants, and end users via its contact centers. Each group requires distinct support from contact centers. Edenred was focused on optimizing workflows and enhancing service across all three segments. Here is what Edenred aimed to achieve:

Reduce IVR Navigation Time

Edenred observed that their partner merchants spent an average of one minute and 52 seconds navigating the dedicated IVR menu before connecting to an agent. Edenred recognized the need to reduce this navigation time to improve the partner experience.

Edenred also noted that application downtimes led to a spike in call volumes, compounding already high traffic. In addition to making technological advancements to minimize downtime, Edenred wanted to ensure that any application issue did not overload the contact centers. To address this, Edenred investigated the nature of these calls and observed that a standardized response like this: "We are aware of the situation, we are looking into the matter, and we will resolve it as soon as possible." could drastically reduce the number of calls forwarded to the agents.

These observations indicated a pressing need to overhaul the IVR rules.

Connect Callers to Agents with the Right Skills and Availability

Edenred has strategically outsourced its contact center operations to leverage the expertise of service providers and retain its focus on core business areas.

These contact centers differ in their service levels (the percentage of calls answered within a specific time frame, indicating the speed and responsiveness of a contact center) and KPIs.

Some contact centers have agents with greater expertise to handle complex queries from specific segments, while others excel in handling routine inquiries swiftly.

Incoming calls used to accumulate in a linear queue instead of dedicated queues for each segment of callers – clients, partner merchants, or end users. The calls were distributed randomly among the contact centers. When calls came in, there was no visibility regarding the service level of a contact center, the availability of agents, live status of an agent or which contact center excelled in catering to a particular segment of callers.

Edenred required intelligent pre-routing logic to ensure callers were connected to the most suitable agents, enabling their queries to be resolved promptly and satisfactorily.

Improve Contact Center Efficiency By Drilling Down Into Specifics of Performance

Edenred needs to monitor the performance of all their contact centers in real time to promptly identify areas requiring adjustments or improvements. This would enhance operational efficiency across the centers.

While ContaCT Highway's CT View provides real-time visibility into call queues, Edenred felt that the data presented in the standard out-of-box version was too broad for their needs. CT View displays metrics such as the number of calls in a specific queue, lost calls, and daily service levels for each queue—metrics that reset each day. However, Edenred required deeper insights, such as queues segmented by caller type—clients, partners, and users—with further classification based on the specific team handling the queue and the percentage of calls where callers connected to an agent within 20 seconds.

Moreover, Edenred aimed to obtain even more granular data to gauge the live performance of each team at their contact centers. For example, for a team handling restaurant-related queries for meal vouchers, Edenred sought detailed information on the number of team members actively connecting with callers, including the age and experience level of each agent.

Lastly, Edenred found that manually creating reports is cumbersome. They needed a much more efficient way to do it.
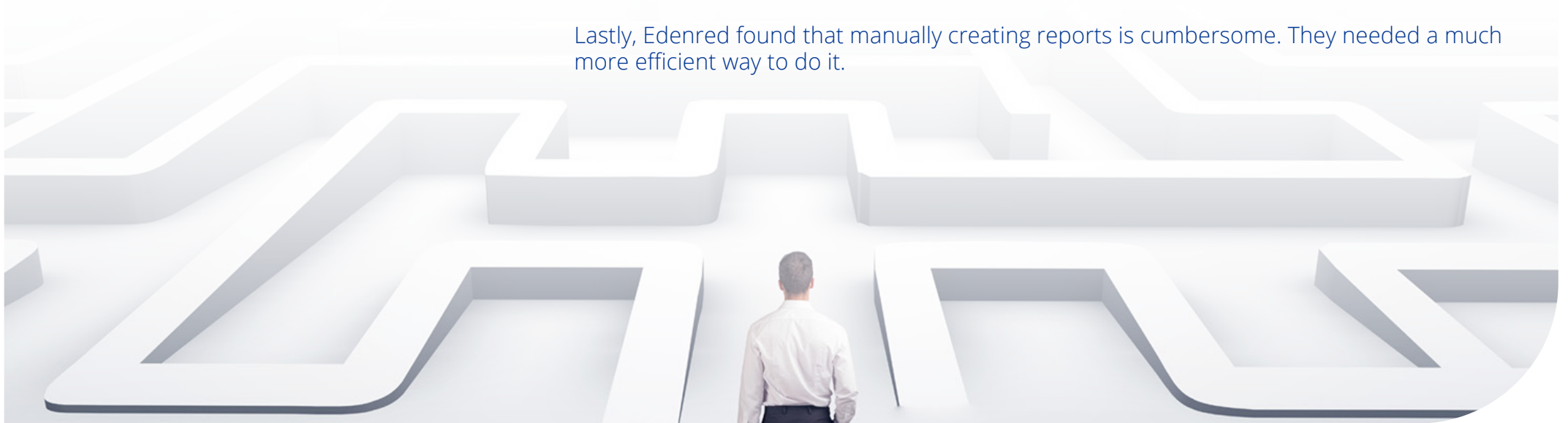
Enghouse Interactive's ContaCT Highway: A Reliable, Flexible, and Scalable All-in-One Contact Center Platform

Modifying IVRs, Improving Pre-Routing, and Customizing Reports

Edenred empowers its contact center teams with Enghouse's ContaCT Highway solution. ContaCT Highway is preferred by contact centers and businesses like Edenred for its customization capabilities, exceeding standard expectations to meet specific business needs.

Here is how Enghouse assisted Edenred with data and customization to achieve their contact center performance goals:

Modified IVR Systems

A thorough analysis of A thorough analysis of the existing IVR flows and call types across different caller segments, products, and queries allowed Edenred to identify necessary changes. Based on these insights, Edenred crafted new guidelines for around 15 IVRs and Enghouse updated the IVRs based on these.

Intelligent Pre-Routing

Edenred developed a custom pre-routing panel to achieve the following objectives:

1. Split the single queue into multiple queues, each assigned to a specific customer care center equipped to handle the calls based on caller segment, service levels, and other KPIs, as well as agent availability.

2. Monitor queues in near real-time. If a queue's service level dropped below a certain threshold, calls were automatically rerouted to another queue with better service levels.

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Implementing these modifications required integration with Enghouse's Open Data Warehouse and other systems to fetch near real-time data to make routing decisions.

Enghouse prides itself on its impeccable data management practices, ensuring industry and regulatory compliance in line with GDPR, California law, and other standards. The Open DataWarehouse is a unified database that aggregates information from various channels – voice, chat, mail, and social– into a single repository. This integration simplifies the monitoring process, allowing managers to track and consolidate data across different channels without needing multiple products. Moreover, the Enghouse team collaborated with Edenred to fine-tune their data model, ensuring it collected and analyzed data relevant to Edenred's specific needs.

Customized and Automated Report Generation and Emailing

Edenred customized their reporting via Power BI (Business Intelligence) integration with ContaCT Highway. To keep the management aware of various contact center related metrics, Edenred automated the generation and emailing of reports at regular intervals.

The Benefits

67% Reduction in Average IVR Navigation Time for Partner Merchants

Higher Contact Center Efficiency and Greater Customer Satisfaction

By leveraging Enghouse's innovative and flexible technology, Edenred addressed complex business challenges and saw measurable performance improvements, particularly in the IVR.

Average IVR navigation time for the Edenred merchants was reduced from 92 seconds to 30 seconds, a whopping 67%. This, along with improvements in the call routing efficiency and the customization and automation of the reporting and analytics, brought significant efficiencies to the contact center as a whole.

"Our contact center operations are managed by multiple providers, and we aimed to leverage their strengths while ensuring efficient assistance. We also wanted to reduce the IVR navigation time from before callers (clients, partner merchants and end users) reached an agent. ContaCT Highway, which can be highly customized to meet our needs, was crucial in achieving this. Carlo and his team at Enghouse were always available, responding within an hour, ensuring the customisation process went smoothly."

- Claudio Giuntini, Governance Operations Coordinator, Edenred

Looking to the Future

Enghouse Interactive's Workforce Management Software

Improving Contact Center Forecasting Accuracy

Edenred aims to enhance historical analysis, improving contact center forecasting accuracy. Analyzing data over longer periods allows for better identification of trends and more informed staffing and scheduling decisions as well as providing surety for potential dispute resolution.

For further forecasting improvements, Edenred could explore two options with Enghouse, either seeking assistance from Enghouse's technical team to obtain accurate forecasting data based on their devised logic - or, they could look at a fully integrated **Workforce Management (WFM)** solution from Enghouse. This would enable analysts, supervisors, and agents to collaborate, delivering optimized forecasts and schedules while controlling costs. WFM solutions ensure the contact center is expertly staffed, meeting targeted service levels and enhancing the customer experience. Moreover, allowing agents to influence their schedules and balancing workloads leads to happier agents and lower attrition.

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About ContaCT Highway

ContaCT Highway is a reliable, flexible and scalable all-in-one contact center platform that helps organizations to optimize multichannel interaction management and improve operational efficiency. ContaCT Highway's suite of integrated modules include CRM integration and campaign management, recording, real-time analytics, self-service and much more. We offer deployment to suit our customers' needs: on-premises, in the cloud, or hybrid. ContaCT Highway customers are represented across many industries, including telco, media, utilities, services, finance, and outsourcing.

About Enghouse Interactive

Enghouse Interactive is a global leader in contact center software, services, and video solutions. For nearly 40 years, it has served thousands of customers in 120 countries. Its extensive product portfolio caters to various industries, including finance, technology, healthcare, and media. Core values of reliability and choice distinguish Enghouse in the marketplace. Enghouse continuously honors its commitment to clients, staff, partners, and investors. Enghouse offers an unparalleled range of customer experience solutions that can be deployed on-premises, in the cloud, or in a hybrid environment. Enghouse supports all telephony technologies, enabling customer reach anytime, anywhere, for businesses of all sizes.

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