

Domestic & General transforms telephone customer service with centralised knowledge

Requirements

- Improve telephone service for 7 million UK customers by providing agents with better access to information
- Reduce contact centre costs by centralising knowledge across 1,400 agents
- Lower call time and increase First Call Resolution rates
- Ensure comprehensive agent adoption through easy to use, self-learning system

Results

22% reduction in
Average Call Duration,
saving nearly 30 seconds
per call

Solution

Agent Knowledgebase

Domestic & General is the UK's leading warranty specialist and provides warranty services for more than 7 million UK customers. The company has transformed customer service by centralising knowledge, enabling its 1,400 agents to deliver faster, more consistent information to customers.

Challenge

In the UK, Domestic & General's customer service is delivered by 1,400 employees split between contact centres in Brighton, Nottingham and Bedworth. Ensuring these front line agents are able to provide excellent, efficient service to customers requires access to consistent and comprehensive information. This customer service information, which includes contact details for manufacturers and details of warranty plans, needs to be at the agent's fingertips so they can respond quickly when on the phone.

Previously this information was stored in a paper based system. This meant that staff needed to manually search physical folders to find the answers to customer questions, slowing the pace of service, reducing consistency and lowering First Contact Resolution rates.

Updating manuals was both time consuming and laborious – meaning that new information couldn't be communicated quickly to staff. This paper-based approach also increased the training time needed to bring new staff up to speed.

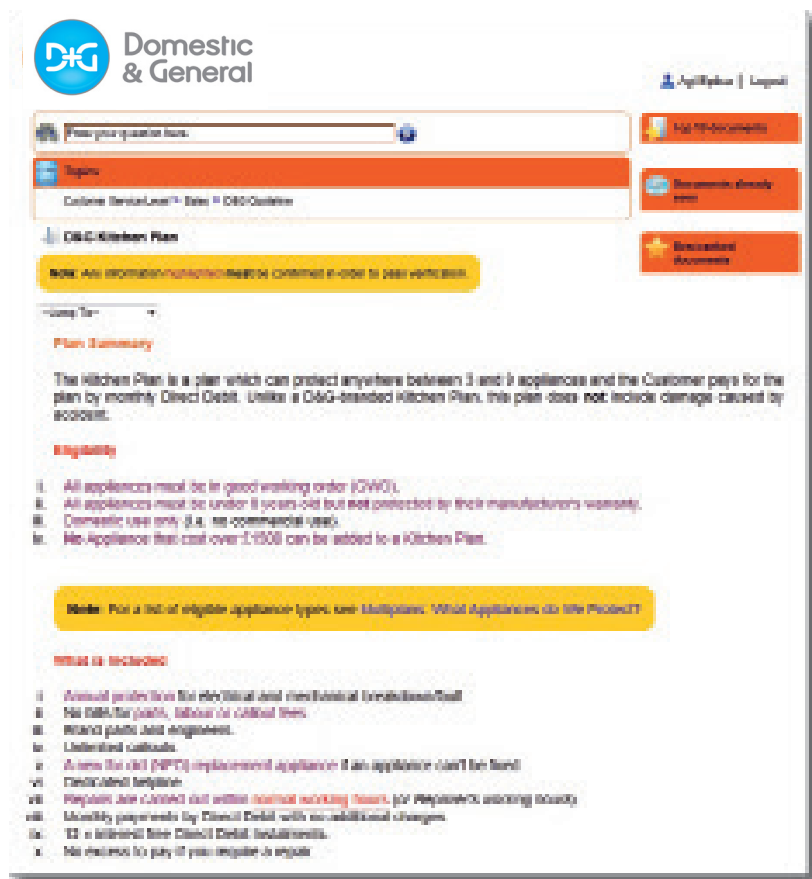
“Eptica has helped us achieve our overall business objectives. We're not only keeping our customers satisfied but we've also been able to reduce costs.”

Chris Briggs
Head of Customer Service
Domestic & General

Domestic & General realised it needed to change how it managed customer service information with a system that would allow knowledge to be centrally accessed and shared across the entire service operation.

Solution

Domestic & General selected Eptica's self-learning, centralised knowledgebase due to its advanced meaning-based search capabilities and ease of use. The system enables customer service agents to provide fast, accurate and consistent answers to every telephone enquiry.



Domestic & General knew that ensuring agents used the new system was vital if customers were to benefit. So it gave it a high internal profile by branding the project as Fido and assigned a full time project team. This easy to remember name comes from the Latin 'fidel', meaning faithful. Just as man's best friend is his dog, Fido aims to be Domestic & General's agents' best friend when it comes to getting the answers they need.

While the underlying technology is advanced, Fido has been designed to be simple and straightforward to use by all agents. They simply log on to the web-based system at the beginning of their shift and type plain English questions into the search box to access answers. The system automatically provides agents with the relevant customer service information, including a full script highlighting any specific details that need to be confirmed with the customer. This not only drives consistency, but also ensures that Domestic & General continues to meet all of its legal and regulatory obligations.

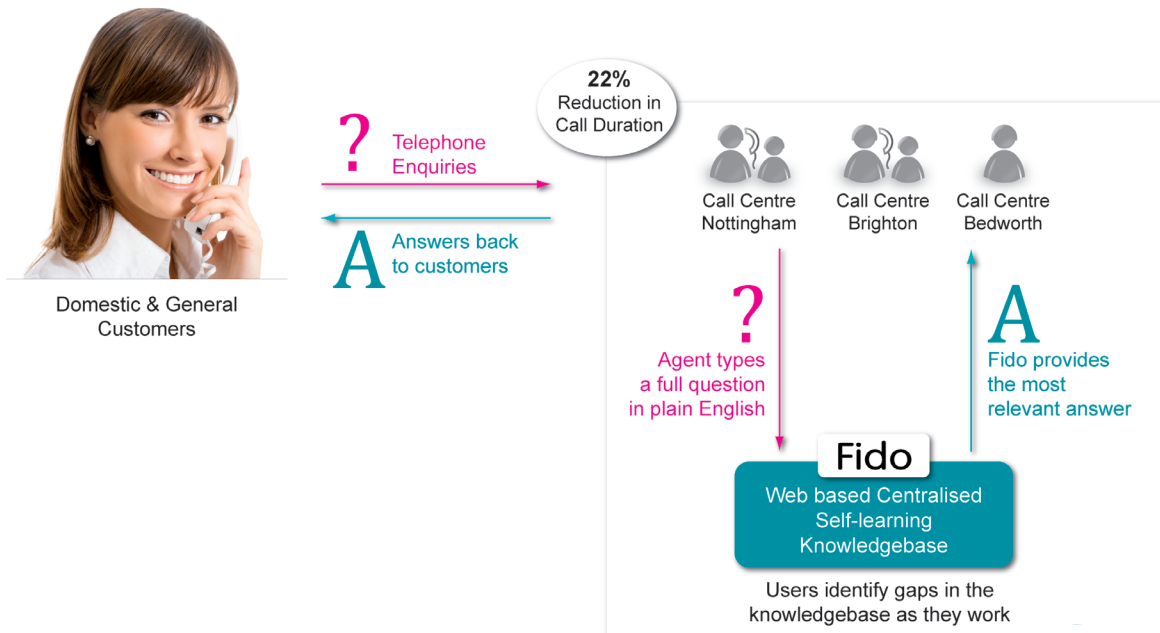
A feedback system, designed in partnership between Domestic & General and Eptica, ensures that Fido is always meeting both customer and agent needs. Knowledgebase content is reviewed every day and agents are encouraged to provide comments and feedback ratings on both entire knowledgebase articles and individual parts of them. This feedback is used to improve and create new content, through a workflow process that sees subject experts signing off articles quickly, enabling agents to use them within hours.

The knowledgebase is now receiving an average of 60,000 hits per month from agents.

The issues



How Fido knowledgebase helps customers



Business Benefits



“One of Eptica’s key strengths is that it gives us unparalleled insight into what our customers want, enabling us to meet their needs quickly and efficiently and will help us create and introduce new products to keep us at the forefront of the market.”

Chris Briggs
Head of Customer Service
Domestic & General

Results

Domestic & General is seeing major benefits from the introduction of its centralised knowledge management system, supporting its objective of delivering world class customer service while reducing costs and increasing efficiency.

“We have over 7 million customers in the UK, and pride ourselves on offering the highest levels of service to them. Eptica has helped us achieve our overall business objectives. By introducing the system we’re not only keeping our customers satisfied but we’ve also been able to reduce costs”, Briggs added.

Thanks to the combination of careful planning and Eptica’s technology, Fido has delivered key advantages to Domestic & General:

Performance has improved:

- Average call time has reduced by 22%
- Hold times have reduced by 55%
- Back office efficiency and communications have improved

Customers enjoy improved service levels:

- Customers have commented on service improvements: “Your customer service is second to none. They are polite, very helpful, answer your queries and sort out problems quickly”

Operational costs have reduced:

- A saving of £158,000 is forecast in the first year alone
- Training time and costs are lower – the time taken to train a new agent has dropped by 20% (2 days)
- These savings equate to a forecast full time equivalent staff saving of 10 agents per year

Fido has delivered immediate benefits and is providing greater insight into what customers want. Analysis of questions asked feeds into new product development to keep Domestic & General at the forefront of the market.

Domestic & General is now able to capture and manage the knowledge within the business and make it available to drive consistent, efficient customer service, providing fast high quality answers while reducing operational costs.