

Case Study

Using Analytics to Drive Operational Efficiencies



Ember were engaged to help one of our retail clients understand how to drive operational efficiencies out of their contact centre from their UK and French customer base.

Ember began the analysis by examining the agent-select contact reason code data to ensure accurate insights by cleansing the data to eliminate the manual error-rate

How we helped

The first step we took was to validate the accuracy of the agent-selected reason codes. The analysis showed that the agent-selected reason codes were in a good shape, so as a next step we applied an adjustment % to get a higher likelihood of accuracy!

Taking this approach minimised the overall project costs as we were able to cleanse the data sufficiently to use for the deeper analysis into root cause without the need to deploy other data analytics solutions.

The Results

Our analysis clearly showed that both France and UK had a big opportunity to eliminate and automate many interactions –over 60% in both cases!

We found that the main drivers of contact were chase delivery and chase refunds. The good news was that we were able to identify some quick wins to improve these processes that would eliminate the contacts and in doing so improve both operational efficiency and CX. Finally, we discovered plenty of opportunity to automate contacts around simple information requests and clarification of processes, all of which could be self-served with some simple FAQ & chatbot functionality.

Do you seek help in a digital support strategy and operational efficiency opportunity planning? If yes, we are here to help!

value-irritant: French and UK operations
there are more opportunities to eliminate contacts from the French operation



Get in touch

Get in touch with our analytics experts today

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