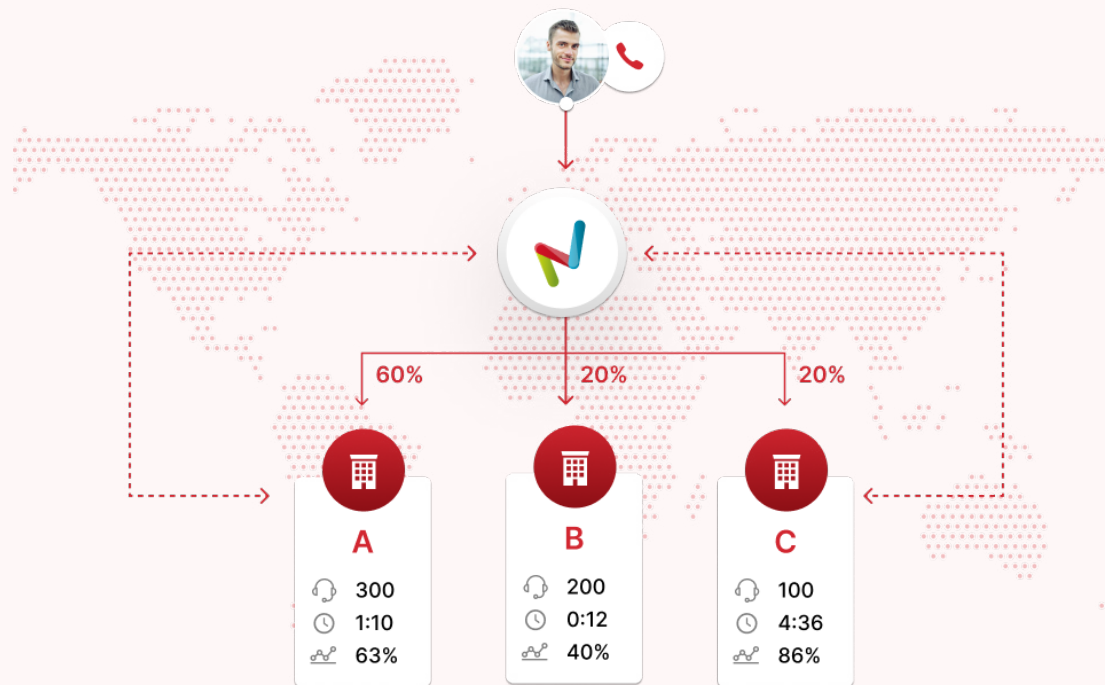


Cruise Control



When working with different contact centers for your customer service, you often run into challenges:

- How can you make sure incoming calls are most efficiently distributed across the different contact centers?
- How do you stay on top of the defined KPI's?

Cruise Control does just that and more. It's an API that seamlessly integrates with your outsourced contact center statistics. It makes a real-time automated weighted distribution of incoming calls across sites based on pre-defined KPI's and a smart algorithm, without human interaction.





Automated and real-time

Cruise Control makes life of Channel Managers much easier. They no longer need to continuously monitor the call centers KPI's and adjust the call distribution accordingly by hand. Cruise Control can do this automatically and in real-time. This results in:

- Shorter wait times
- Better agent occupancy
- Increased customer satisfaction
- Higher conversion rates

KPI's

The dynamic adjustment of inbound call flow distribution can be based on the KPI's you value most, such as:

- Total agents
- Agents available
- Average queue time
- Conversion ratio
- And more

These KPIs are determined prior to the start as well as the main goal. This makes it easy to monitor performance from the get-go.



More control and more insight

With Cruise Control, your (outsourced) contact centers will never receive more calls than they can handle. The best performing automatically receives the most calls.

The API has 24/7 insight into the agreed KPI's and distributes calls accordingly. All data is available in our online portal Gearbox. You no longer have to depend on the contact centers' service levels and get you more control, more insight and more influence on achieving your KPI's.





Dynamic adjustment

The algorithm-based calculation dynamically adjusts the inbound call flow over several destinations.



Better performance

The best performing contact center will get the most calls because of that dynamic distribution.



Optimize KPI

Optimize KPI's like queue time and customer satisfaction because of calls are distributed as efficiently as possible.



Easy implementation

Cruise Control works via an API which is easily installed and implemented. And always compatible.



Live insight

Get 24/7 live insight into the performance of cruise control and the corresponding call distribution in Gearbox. No more waiting for reports.



Consolidated reports

Run consolidated reports of your overall inbound call flow over multiple service numbers or contact centers in Gearbox.

How to set up

To get the most out of Cruise Control, we need to set it up properly. This is the only part where we need your brains. After that, Cruise Control does the thinking for you.

The 7 steps needed to set it up:

1. Setup
2. Scope and goals
3. Implementation algorithm
4. Implementations contact centers
5. Testing and acceptance
6. Training end users
7. Documentation

Pricing

Setup fee	€ 4.450 one-off
Application fee	€ 750 /month

Are you ready to put your call distribution on Cruise Control?

- Shorten waiting time
- Boost conversion rate
- Increase customer satisfaction
- Improve agent occupancy
- Have more control and 24/7 insight



Customer Case



Customer Story: Dutch Postcode Lottery



The Dutch Postcode Lottery (in Dutch: Nationale Postcode Loterij) is the largest charity lottery in the Netherlands and very active in the field of (inbound) telemarketing. The Postcode Lottery works with various call centers to handle these calls. One of the most important KPI's is to convert callers to participants. That's why ensuring the calls are distributed in the most efficient way is of great importance. To do this manually is almost a day-time job for a Channel Manager. This needed to be improved!

The challenge – continuously adjusting the call distribution

The Postcode Lottery uses different service numbers that are linked to active campaigns. By default, inbound calls are routed statically through a split distribution to the relevant call centers. Tibout Hemmes, Strategic Advisor Direct Recruitment & Retention, explains: "The split per day is set in advance based on the forecast occupation per call center. The day after, the results are assessed, and it is examined which distribution is better the next day. Real adjustments are therefore usually done afterward, but then you are already too late."

If you want to ensure that the best performing call center receives the most calls during the day, the Channel Manager could almost spend the entire day on it. Tibout: "The manager is continuously monitoring the abandon rate and conversions of the various numbers and call centers and adjusts the distribution accordingly. This leaves little or no time for other activities." A problem that was very much experienced in practice.

The solution - smart routing algorithm

In late August 2020, a Cruise Control pilot started for the Postcode Lottery's Puzzle Line campaign. Cruise Control is a product of Sound of Data which dynamically distributes incoming telephone calls over the relevant call centers based on a smart routing algorithm. "In this case, two call centers reported every five minutes on their performance over the past 60 minutes. The call centers report on their abandon rate and their conversion rate. The Cruise Control algorithm then fully automatically adjusts the distribution between the two call centers based on that performance. Without human involvement", says Tibout.

Clear KPIs were determined prior to the start. The main goal is to increase the conversion rate – i.e. the number of lottery tickets sold through the incoming telephone channel – by rewarding well-performing call centers with more phone calls.

"Without any effort on our part, we achieved an 11% conversion increase during the Cruise Control pilot. And it also saves us a lot of time in terms of monitoring."

Tibout Hemmes
Strategic Advisor Direct Recruitment & Retention

The difference made - 11% conversion increase

The results of the first four weeks of the project are very promising. The standard distribution between the two call centers was 50% -50%. Cruise Control has started to deviate from this based on current performance.

Tibout: "These adjustments have resulted in a conversion increase of at least 11% measured on a daily basis. Just from switching on Cruise Control. It also helped improve the management of Channel Managers to the call centers. We no longer have discussions about the cause of deviations and we no longer need to make reactive adjustments. We now have a simple, fair algorithm that continuously monitors the most important KPIs and adjusts the distribution of calls in real-time. As a result, the best performing call center receives the most calls. As an additional advantage, the Channel Manager involved no longer needs to continuously monitor performance and can focus on other tasks.

Cruise Control will be rolled out further within the Postcode Lottery and the other lotteries soon.

"Whenever Cruise Control dynamically adjusts the call distribution, it leads to more sales efficiency. I can look at those graphs all day long. The results speak for themselves. And of course, we want to realize that 11% conversion increase on as many campaigns as possible," says an enthusiastic Tibout.

Are you ready for Cruise Control?
Visit our website at www.soundofdata.com



A product by



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