

ORDERLYQ

ViaONE - A Case Study

Background

This OrderlyQ deployment took place in mid 2007, for ViaONE, a credit card payment solutions provider with a call centre in New York.

The client takes the majority of calls to their Customer Services line. The Customer Services line was suffering from the effects of peaks and troughs, with callers being lost during busy periods, and idle agent time when queues emptied.

Orderly Software used the OrderlyStats statistics package to gather call statistics for a Control sample of two weeks in April (before the OrderlyQ deployment), and two week period in August with similar numbers of callers and staffing levels, but with OrderlyQ in place.

“ This is the *best* queue system I've *ever* encountered! ”
- Mr Martin, Satisfied Caller

Summary Outcome

The key conclusions are:

- Under 'normal' operating conditions, where there are peaks and troughs, OrderlyQ was highly effective in smoothing out the peaks in demand – the proportion of callers answered went up from 78.8% to 96.2%
- OrderlyQ was able to increase the effective capacity of the call centre by 27%, and the call answer rate by 41%.
- With OrderlyQ in place, the average talk time *dropped* by 12.4% as far less time was spent complaining about the queue.

“ OrderlyQ was *fast* and kept the calls *flowing* and the queue size *down*. ”
- Marie, Happy Agent

- Caller feedback was very positive, with the overwhelming majority of callers preferring to hang up and call back over waiting on hold.

- The call centre would have needed to increase staffing by at least 80% to see similar benefits to OrderlyQ if they had instead continued to use a traditional queue system.

Results

Customer Services – Caller Analysis

	Control	OrderlyQ	Change
Number of Callers	1,422	1,410	Unchanged
Number of Answered Callers	1,121	1,356	Up 21%
% Callers Answered	78.8%	96.2%	Up 17.4%

Customer Services – Caller Analysis

There was almost identical demand during the two periods, however OrderlyQ managed to increase the percentage of answered callers by 17.4%, or a 21% increase in absolute terms.

“I’m *very* happy with the system. I was told to call back in seven minutes and got through *straight away!*”

- Mr Kearney, Satisfied Caller

Customer Services – Calls Answered

	Control	OrderlyQ	Change
Number of Calls	4,384	3,113	Down 29%
Number of Answered Calls	2,276	2,891	Up 27%
% Calls Answered	51.9%	92.9%	Up 41%

Customer Services – Calls Analysis

Demand for the line was the same during the Control and OrderlyQ periods (as there were the same number of callers), however it's clear that OrderlyQ helped these callers make fewer calls to the call center during the OrderlyQ period in order to get through.

The reason for this is that OrderlyQ helps more callers get through on the first call by providing an estimated wait. OrderlyQ helps even more callers get through on the second call by putting them to the front of the queue, making subsequent call attempts unnecessary. Reduction in the average call duration as callers stopped complaining about the queue also helped the agents answer more calls.

In absolute terms, OrderlyQ was able to increase the call centre capacity by 27%, and the answer rate improved by a staggering 41%.