

**Project Name:** Six sigma project to reduce average call handling time

**Business Case:** The client offers world-class end-to-end business process outsourcing services that can help its customers achieve improved business performance. They are committed towards maximizing the value creation for their clients. Data collected over a period of last 6 months shows the average call handling time is 13.4 minutes, far more than the best practices in this industry. This leads to customer dissatisfaction and loss of business.

**Initial condition:**

- Average call handling time is 13.4 minutes
- Customer dissatisfaction, Loss of business

**Target condition:**

- To reduce average call handling time from 13.4 minutes to around 7 minutes

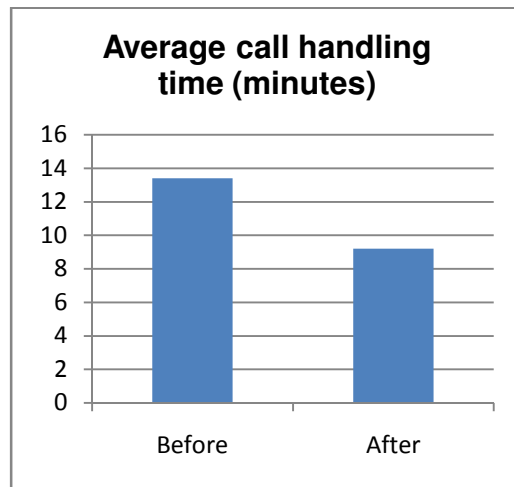
**Root Causes and Solutions:**

- Implementation of skill based routing to ensure best agent for the particular query handles the call
- To reduce time in solving common queries and problems, solution templates for common problems were designed and introduced to help employees speed up the call handling
- Improve training for agents and provide incentives to reduce call handle time

**Results achieved:**

- Average call handling time reduced from 13.4 minutes to 9.2 minutes

**Benefit Analysis Chart**



**Intangible benefits:**

- Customer satisfaction
- High employee morale