

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

Business Case: The client is a Call Center for a multinational bank who is committed to chase perfection in all its services. Data collected over a period of last 6 months shows the average call handling time for general enquiry & queries and credit card enquiries is 7 minutes, which is far more than their benchmark of 4 minutes. This leads to customer dissatisfaction and loss of business.

Initial condition:

- Average call handling time is 7 minutes
- Benchmark for call handling is 4 minutes
- Customer dissatisfaction, Loss of business

Target condition:

- To reduce average call handling time from 7 minutes to around 4 minutes

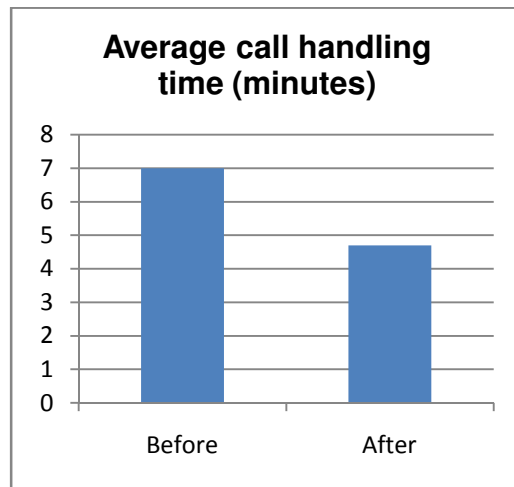
Root Causes and Solutions:

- Implementation of skill based routing to ensure best agent for the particular query handles the call
- Implementation of Interactive Voice Response (IVR) system which can help speed up the verification of the customer process
- Improve training for agents and provide incentives to reduce call handle time

Results achieved:

- Average call handling time reduced from 7 minutes to 4.7 minutes

Benefit Analysis Chart



Intangible benefits:

- Customer satisfaction
- High employee morale