

[Case Study No.2]



**CALL CENTER
SCHEDULER**
TIME FOR BUSINESS



Valor Telecom Strategically Staffs Customer Service Centers – Attains Service Level Goals at Minimum Cost

[Background]

Valor Telecom, the eighth largest U.S. Telco, has four call centers located in Texas and New Mexico. The centers handle customer service calls and perform offline customer communication and account management duties.

[Business Problem]

Valor Telecom purchased assets from GTE/Verizon and had to quickly develop a customer service group that could provide service equal or superior to the standard customers received from the previous carrier. Key issues were:

- ▶ Smoothly transitioning customers from GTE/Verizon to Valor Telecom phone service
- ▶ Meeting PUC guidelines of a 90/20 Service Level.
- ▶ Staffing for the initial rush of calls from customers without committing to that staffing level long term
- ▶ Training a workforce with no previous telecom experience and making them subject matter experts immediately
- ▶ Staffing effectively to handle the significant variance in call volumes that Telcos experience throughout the year, while meeting the PUC 90/20 Service Level and managing costs

[Solution]

Valor hired Call Center Scheduler to develop and execute the operational and staffing plan for its new customer service centers. "We were familiar with Call Center Scheduler Founder Wayne Shaw's extensive experience in contact center management and specifically Telco customer service," said Jack Gwynne, Valor Telecom Director of Inside Sales. "We trusted Wayne to creatively address our challenges and deliver the best approach to establish customer loyalty while keeping costs in line."

The first challenge was addressing the initial call surge brought on by the change in service provider. Valor relied on Call Center Scheduler's experience and contacts in the industry to gather data for forecasting. Then Valor used the Call Center Scheduler workforce management system to run scenarios and generate an initial forecast and schedule.

"We hit the forecast at 99%, which was amazing," said Gwynne.

To bring employees up to speed quickly, the company hired as many people with previous Telco experience as possible as a transition team and focused on teaching new hires the product offering. To keep the focus on service, Valor delayed launching a sales plan until the second year. Valor initially outsourced a portion of the customer service operation to ICT Group and then transitioned call handling slowly over the first year to its internal employees.

Valor scheduled its workforce effectively by generating call volume forecasts with Call Center Scheduler software, normally using a "last 4 weeks data set" for historical data and then incorporating marketing information to produce the most accurate results. Based on these forecasts, Valor would then generate staffing scenarios to determine the best approach to cost-effectively meet PUC service level requirements and address the seasonal variance in call volumes. [continued] >>>

>>> [Solution]

"Initially, we employed only full time reps working 8-hour days, 40-hour weeks," said Gwynne. "But Call Center Scheduler's forecasting and scheduling capabilities enabled a more efficient option to be put in place."

Today Valor uses a combination of part-time and full-time reps that better fits its call volumes and service level requirements. Part time employees work different hours based on the season and customer calling habits.

Valor continues to use the Call Center Scheduler workforce management software to meet PUC service level requirements cost-effectively. In 2002 alone, the company estimates it saved salary dollars in the millions.



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Jack Gwynne, Director of Inside Sales
Valor Telecom

[Benefits]

"Call Center Associates has played an important role in the development of our Customer Service Department; their expertise and experience in the industry has helped us establish excellent management practices," said Gwynne.

[Additional Benefits] include:

- ▶ **Maximizing efficiency** – By leveraging the part-time workforce, Valor was able to save salary dollars in the millions in 2002.
- ▶ **Brand awareness and customer loyalty** – By providing industry-standard customer service, the customer service centers established Valor's position in the industry, retaining its customer base and growing it.
- ▶ **Compliance** – With effective forecasting and scheduling, Valor met PUC service level requirements easily from its inception.
- ▶ **Operational improvements** – Since its inception, Valor has improved its call handling ability by 151% due in large part to the scheduling and consulting efforts of Call Center Scheduler.
- ▶ **Consistency** – Valor is staffed effectively in all call centers – work groups ranging in size from five to 250



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[Contact us today]

Call Center Scheduler delivers the most affordable, practical solution to workforce management in your call center. You'll strengthen employee morale and improve customer relationships while you see a significant return on investment. Call today for more information, **1-866-222-2363**. We look forward to helping solve your workforce scheduling challenges.

www.callcenterscheduler.com