Call centres not optimising efficiency

Research carried out by Rostrvm Solutions has shown that most call centres in the UK are not taking advantage of CTI technology.

rostrvm CTI research

CTI is a long-established technology for improving performance but is it being used?

In today's challenging environment, every organisation needs to be as efficient as possible.

Research carried out by Rostrvm Solutions, a leading UK call centre software developer, has shown that most call centres in the UK are not taking advantage of CTI technology with only 31% of call centres using CTI as part of their call centre operations.

The research also highlighted the large number of different software applications used by call centre agents to process calls - the numbers ranged from 1 to 20+ applications, with an average of 4 software applications used to process a call.

Our research was conducted via telephone surveys. We completed responses from 78 call centres during December 2008 and January 2009.
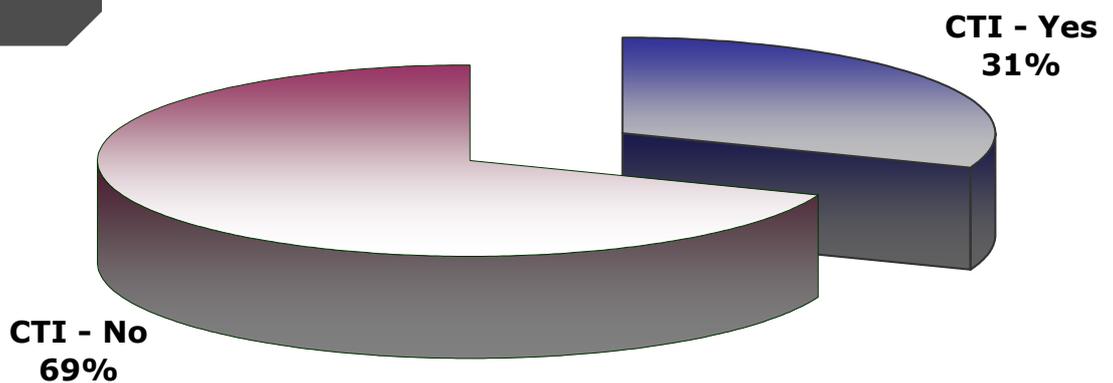
Headline findings

- Only 31% of call centres use CTI

- Call centre size is a factor; 46% of call centres with 100+ agents use CTI compared with 28% of call centres with less than 100 agents

- In the private sector, 57% of call centres use CTI

- In the public sector 17% of call centres use CTI

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Call centre agents use an average of 4 software applications to process a call.

CTI - Yes
31%

CTI - No
69%

Have you implemented CTI - 'Screen Pop'?

rostrvm
inspiring call centres

Less than a third of call centres take advantage of CTI

Computer Telephony Integration (CTI) enables the integration of different applications such as telephone networks, voice and data switching, databases and the Internet to allow the exchange of information between parties through a control function. With only a third of call centres using CTI, many organisations and their call centres are missing out on the clear advantages that CTI brings such as enhancement of information exchange and intelligent call routing.

For example, CTI can co-ordinate voice and data delivery which provides the call centre agent with a screen of information about the caller, as the call itself arrives, via a screen which pops unto the agent's desktop. This enhances the quality of the call processed by the agent because the agent has already acquired the necessary information about the caller prior to answering the call. Therefore, time is not unnecessarily wasted and more resources can be spent on resolving the caller's request, resulting in improved customer service.

Another important advantage of CTI is better call management. CTI facilitates access to vital information about the calls coming into the call centre and agent performance characteristics such as number of calls in queue, average hold times and number of calls processed by agent. Access to this information allows agents and managers to effectively manage calls, establish call patterns and build a picture of the call centre's overall performance

CTI use varies considerably in public and private sector call centres

With the private sector leading the way in CTI use on call centres, public authorities can benefit from the advantages brought about by CTI. With efficiency being a hot topic in the public sector at present with initiatives such as 'National Indicator 14: Reducing Avoidable Contact' and the efficiency agenda, it is essential that public bodies use the best available technology to streamline customer contact, consolidate business processes and deliver services as efficiently as possible. With all the advantages that CTI has to offer, public authorities can begin the move towards better efficiency through the adoption of CTI in their call centres.

Large call centres more likely to use CTI than small ones

Traditionally, high costs and complex implementations have made it difficult to justify CTI-enabling in small call centres. That perhaps explains why nearly half of the large call centres surveyed used CTI compared with just 28% of small call centres. However, CTI does not have to be the preserve of larger call centres; developments in CTI technology have addressed the cost and complexity issue meaning CTI is now within the reach of the smallest call centre.

## Up to 20 applications are used by agents to process a call

Our research also identified that a large number of applications were used to process calls in call centres. This was particularly noticeable in call centres were CTI was absent.

The larger the number of applications required to process a call the larger the workload for the agent and the more time is required to process the call, leading to higher operational costs and higher levels of inefficiency.

For example, let's assume that a simple change of address call means data needs to be changed in 3 different systems and takes 4 minutes; if this happens 100 times a week, the time wasted amounts to roughly 1 day. If that is repeated across different functions and an enormous amount of effort is wasted.

CTI can simplify the process of call handling by integrating and managing many of the applications used by call centre agents. Essentially, this leads not only leads to better customer service, but the improvements in call handling facilities reduce the amount of unnecessary contact which cost both time and money for the caller and the call centre.

How many software applications do agents use to complete a call?
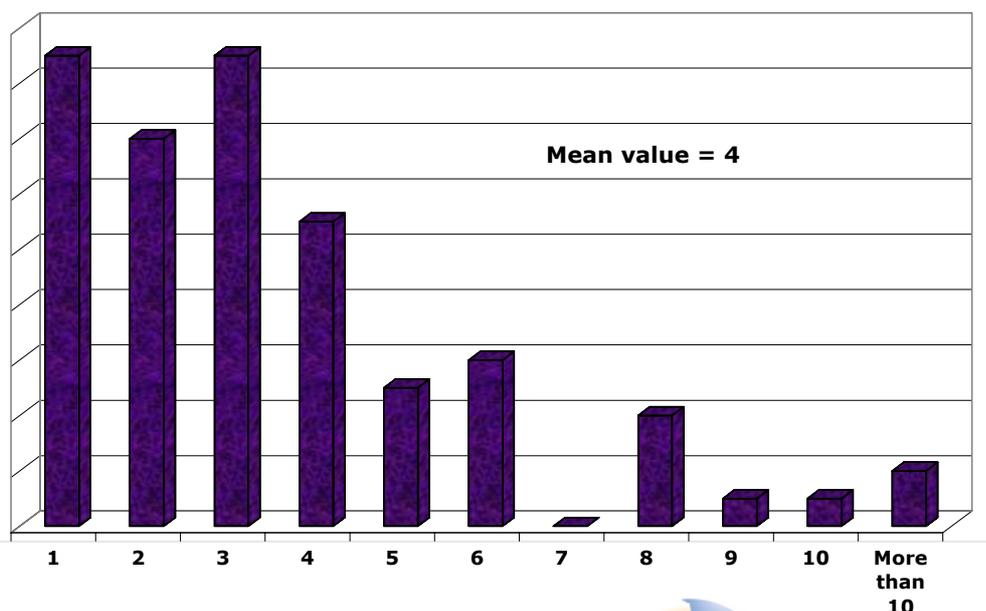
Mean value = 4

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How can rostrvm help?

Small changes to the call centre such as implementing CTI can make a huge difference to the overall performance of a call centre.

How can call centres enhance efficiency?

Providing technology to support your call centre agents will enhance efficiency.

Taking a simple example, consider a call centre that answers 100 calls and hour and aims to answer 80 per cent of calls within 20 seconds. If each call takes 2 minutes to handle then you will need **6** call centre agents.

Implementing CTI could reduce call handling time to 100 seconds; In this case the number of required agents reduces to **5**.

Provide your team with desktop support tools such as **rostrvm** CallGuide and the number of agents required reduces to **4**.
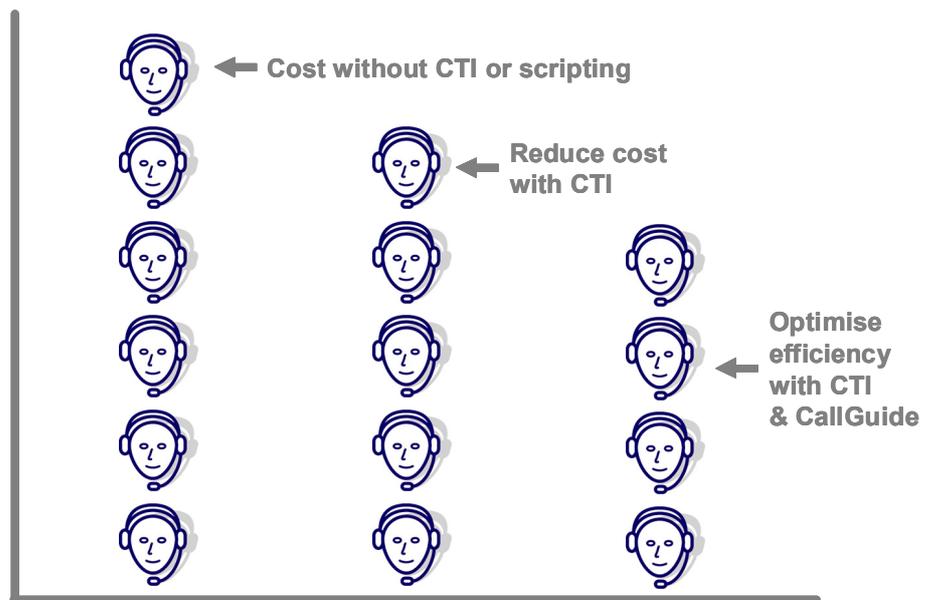
How can rostrvm help?

Call centres looking to enhance their call centre operations can turn to Rostrvm Solutions, the UK's leading developer of call centre software who have been developing CTI solutions for call centres for over 20 years.

rostrvm CallGuide unifies customer interaction without restriction from underlying IT systems. Not only does it provide context-and-customer sensitive data from multiple sources, it supports business processes to ensure the right information is given and received at the right time resulting in:

- Consistent business conformance

- Improved performance through shorter transactions

- Dramatically reduced training time for new staff and new activities

CallGuide supports traditional CTI functions such as automated dialling and screen pop but also provides a screen-based call and data control to support a variety of call centre operations such as telephone activities, voice and data transfer, automated dialling, recording agent activity and capturing call outcome for reporting.

You can find more information about us and our offering on our website – **www.rostrvm.com**.

← Cost without CTI or scripting

← Reduce cost with CTI

← Optimise efficiency with CTI & CallGuide

To find out more call us on **0800 6122 192** or visit **www.rostrvm.com**