



READER'S UNION

CHALLENGE

Reader's Union is a book-of-the-month club. To support its operations it runs two call centres – one for customer services and one that handles new enrolments and order processing.

Their customer services line was suffering from peaks and troughs which resulted in lost callers during busy periods, and idle agent time when queues emptied. But the new enrolments and order processing line was constantly saturated and had minimum agent idle time.

SOLUTION

We helped Reader's Union increase their call centres' efficiency by introducing them to the OrderlyQ system. To demonstrate how OrderlyQ could make an impact, we used the OrderlyStats package to monitor each line's performance over two weeks. The first week we gathered statistics of both lines without OrderlyQ and the second week with OrderlyQ installed.

The number of agents across the two weeks was similar. However, the second week there was a significant increase in the number of callers due to a competitor book club closing. That meant more attempted calls having to be handled by the same number of staff.

RESULTS

Even with a significant increase in the number of callers, OrderlyQ delivered these fantastic benefits:

- Better response rate: 50% more callers were answered on the customer services line and 14% more on the orders and enrolments line – and without increasing the headcount
- Reduced call abandonment rate: 43% drop in call abandonment rates
- Reduced talk time: call duration decreased by 7%, as far less time was spent complaining about the queue
- Increased effectiveness in smoothing out the peaks: proportion of callers answered went up from 66% to 81%
- Increased customer satisfaction: caller feedback was very positive, with the overwhelming majority of callers (88%) preferring to hang up and call back later rather than waiting on hold
- Fewer customer complaints: less than 1% of callers commented about the queue. And of those that did, 87% made positive comments.

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This is the best queue system I've ever encountered!

Satisfied caller

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Brilliant idea! Much better than holding on to the phone.

Satisfied caller

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