

KCG @ Work : Call Center Strategy



“ KCG’s innovative approach allowed us to very quickly assess the areas where our business needed improvement - within a matter of days. The solution was innovative, yet realistic, that was supported by a strong business case. ”

The Challenge

In order to provide a coordinated and seamless level of service to its constituents, The Arthritis Society (the Society) required a solution that would integrate its various channels of communication (email, voice, web, fax). This was especially challenging given the importance of providing a localized presence while operating across a wide geographic region.

Solution

KCG worked side by side with the Society to transform them into a leaner, more service-oriented organization. This was accomplished specifically through:

- The development of a business case, with a strong ROI – making the approval process very smooth and quite rapid.
- Conducting business process mapping exercises with staff and management, where issues and opportunities were quickly identified. Action plans were then developed to address many of the “quick wins”.
- Constructing a decentralized, virtual call center model that would allow geographically distributed offices to operate seamlessly, while still maintaining a local presence.
- Examining staff roles and responsibilities and the development of a realigned organizational model.
- Implementing of a number of technologies, such as VOIP and wireless PDAs.

The Benefits

- Dramatically improved and streamlined customer service and new opportunities for program promotion.
- Expanded service access (via extended hours across a wider geography).
- Potential direct care time savings of 20% due to innovations in scheduling.
- Eliminated redundant and manual tasks so that staff could focus on more value-added community activities.
- Improved event show-rates, participation and giving via outbound call reminders.
- Established a best-practice model that can potentially be applied to other areas of the country.