



Customer support model cost-optimised through Work-At-Home

CASE STUDY

SYKES changed this video gaming brand's support team to work-at-home (WAH) with some in-centre positions to refine and improve their support model.

Situation

This company has clearly defined but inconsistent call arrival patterns that presented a challenge to efficient staffing around the clock. The majority of customer contacts each day occur in two periods, from mid-morning to just after lunchtime, and then from late afternoon onwards when volumes increase significantly again.

To ensure customers received a consistently high level of service, the client desired a customer support solution that cost-effectively delivered flexibility during these peak hours.

Solution

SYKESHome makes it easier to recruit colleagues with the right languages and technical skills to work hours that match peaks in customer contact volumes. This is done by removing their need to commute, other than taking the few steps to their home workplace.

Introducing split-shift and part-time hours to the brand's customer support through home-based colleagues created a custom fit that reduced wasted hours when incoming volumes were lower and increased capacity to answer customers during peaks.

This added flexibility and improved on the in-centre to closely suit customer and business needs.

Colleagues were recruited on flexible shifts, which, due to lower contact volumes each afternoon, allowed capacity to mirror the call arrival patterns.






To accommodate peak call times, opening hours on Saturday and Sunday were added and, for these shifts, we recruited colleagues specifically to cover weekends and evenings. This avoided creating a retention issue with existing, core team members.

Outcome

The project's objective was to improve shift flexibility to accommodate peak call volumes. By introducing SYKESHome, a level of flexibility was achieved that would have been difficult in a pure in-centre model requiring colleagues to commute twice a day for split shifts. It delivered additional cost benefits of around 6% through better resource utilisation which, in turn, reduced headcount across the programme.

The success goes further, with around 65% of the team working permanently from home. Having no geographic restrictions on recruitment, extra languages have been added, as well as cross-region support. Additional outcomes include high colleague productivity, up 5%, lower staff turnover, down 10%, and reduced sickness levels (below the target of 5%). In addition to these, language coverage was improved.

Key Points

<p>Provided work-at-home customer support</p> 	<p>Improved shift flexibility and schedules</p> 	<p>Accommodated peak call volumes</p> 	<p>Saved costs and lowered headcount</p> 	<p>Added languages and cross-region support</p> 
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