How Splunk Can Provide Real-time Insights, Drive Performance & Customer Excellence In A Call Centre

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Introduction

Who am I?

- Head of Planning & Quality, 2degrees, New Zealand
- Responsible for the shaping of the customer service model from forecast, budget through to intraday, alongside the quality of Customer service
- Often found asking the question 'why?'
- I am not a technical guru

What are you going to hear from me?

- What challenges 2degrees faced as a young business
- How we used Splunk to tackle these challenges – the non technical way
- The outcomes:
  - What worked
  - What didn't

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Goals And Objectives

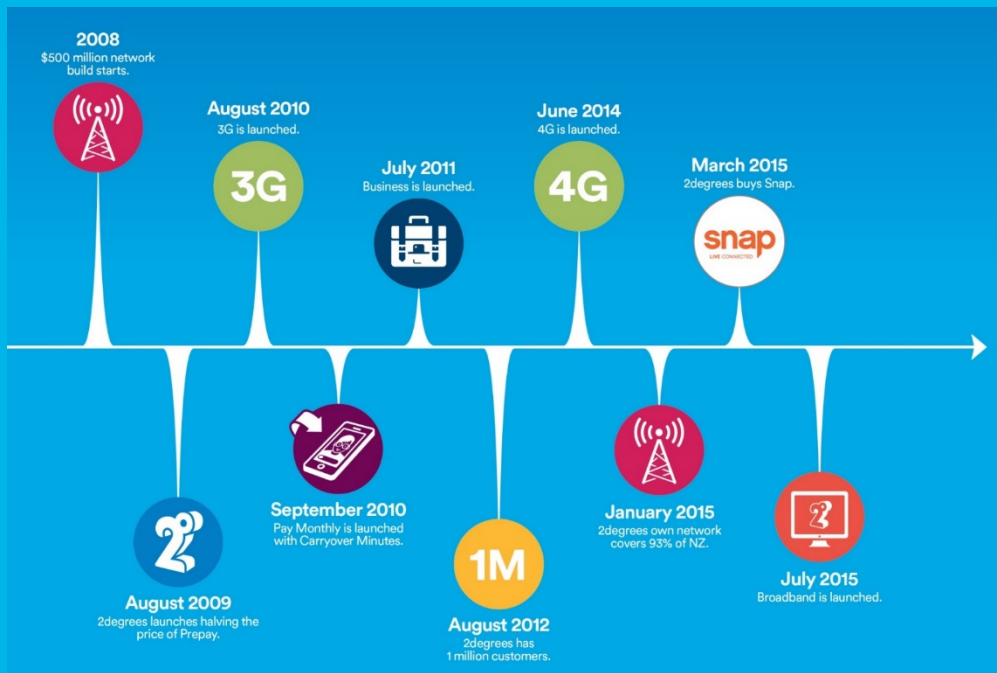**_Maintain competitive edge: delivering outstanding customer service_**
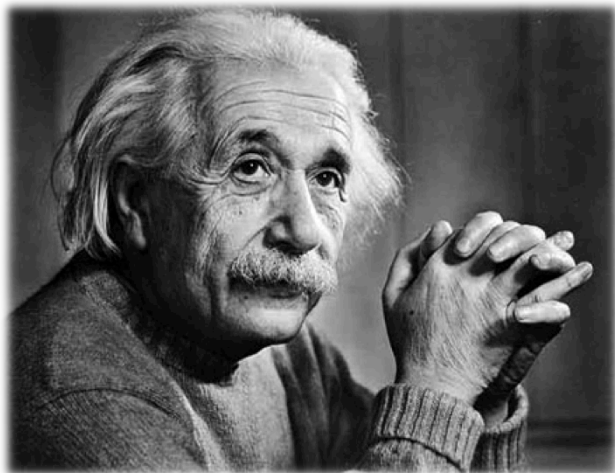
- Create a one stop shop for reporting
- Real-time reporting

INSANITY: Doing the same thing over and over again and expecting different results
- Albert Einstein

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Background

Understanding The Challenges

2008 — $500 million network build starts.

August 2009 — 2degrees launches halving the price of Prepay.

August 2010 — 3G is launched.

September 2010 — Pay Monthly is launched with Carryover Minutes.

July 2011 — Business is launched.

August 2012 — 2degrees has 1 million customers.

June 2014 — 4G is launched.

January 2015 — 2degrees own network covers 93% of NZ.

March 2015 — 2degrees buys Snap.

July 2015 — Broadband is launched.

2degrees – the fastest growing third mobile entrant in the world

Customers @ Our Heart

MOST SATISFIED CUSTOMERS
2016
CANSTAR BLUE
BROADBAND

MOST SATISFIED CUSTOMERS
2012 2013
2014 2016 2015
CANSTAR BLUE
MOBILE PLAN PROVIDERS

New Zealand's most awarded Telco

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Growing So Fast Comes With Challenges…

When Simple got complicated!

The awards and plaudits rolled in.

Customer centricity became the differentiator and norm.

Complexity

Skill, capability and commitment are not enough to stay ahead of the competition.

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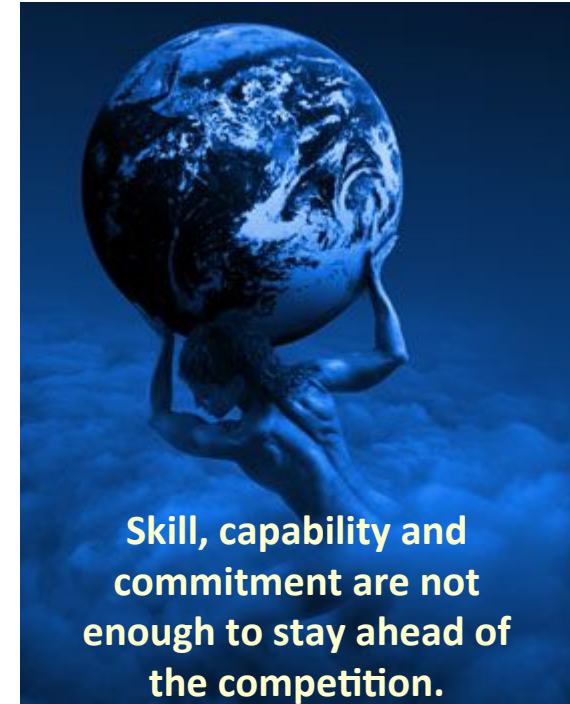
What Were The Real User Challenges?

- Systems operated in isolation
- Data visibility
- Poor reporting capability and performance
- Limited skills to produce reporting
- Lack of real-time insight or visibility
- Compromised customer experience

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And Other Business And System Challenges?

- Limited systems investment
- Systems introduced rapidly to meet growth
- Demand outgrew systems quickly
- Four years in business- already "legacy" technology
- Systems operated in isolation

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So We Splunk'd It – Why Splunk?

- Already in use by our IT / security teams monitoring network performance
- Recognized its abilities using dashboards

> *"We knew what we wanted, but being a Call Centre centric we didn't have the technical capability to know how to make this happen."*
>
> *"We actually didn't have a clue what we were doing, so we spoke to the people who we thought did."*

SUPPORT

- Solicited support from internal OSS Specialist (Operational Support System Specialist)
- Met with SPLUNK partner GKC to guide and support us

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How: Getting There The Non-technical Way

VISION
"We understood what we wanted to see"

PEOPLE
"We made sure we had the right people in the room"

MEASURING SUCCESS
"We were clear on what our objectives and goals were"

KNOWLEDGE
"We understood the data and metrics we were looking for "

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Systems & Data Sources

MS Dynamics — Customer Care CRM

ACD-PABX — Telephony

SharePoint — Quality Scorecard

Impact360 — Workforce Planning

@bility — Billing

nanoRep — Customer Email

Quality Scorecard

IVR Data

Frontrange — ITSM

MS Dynamics — Sales CRM

Anaplan — Budget Management

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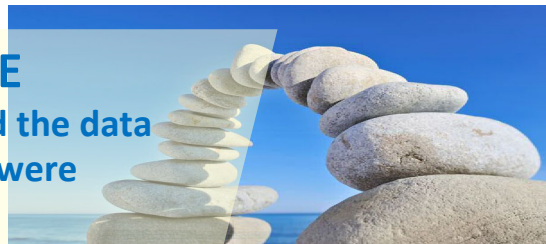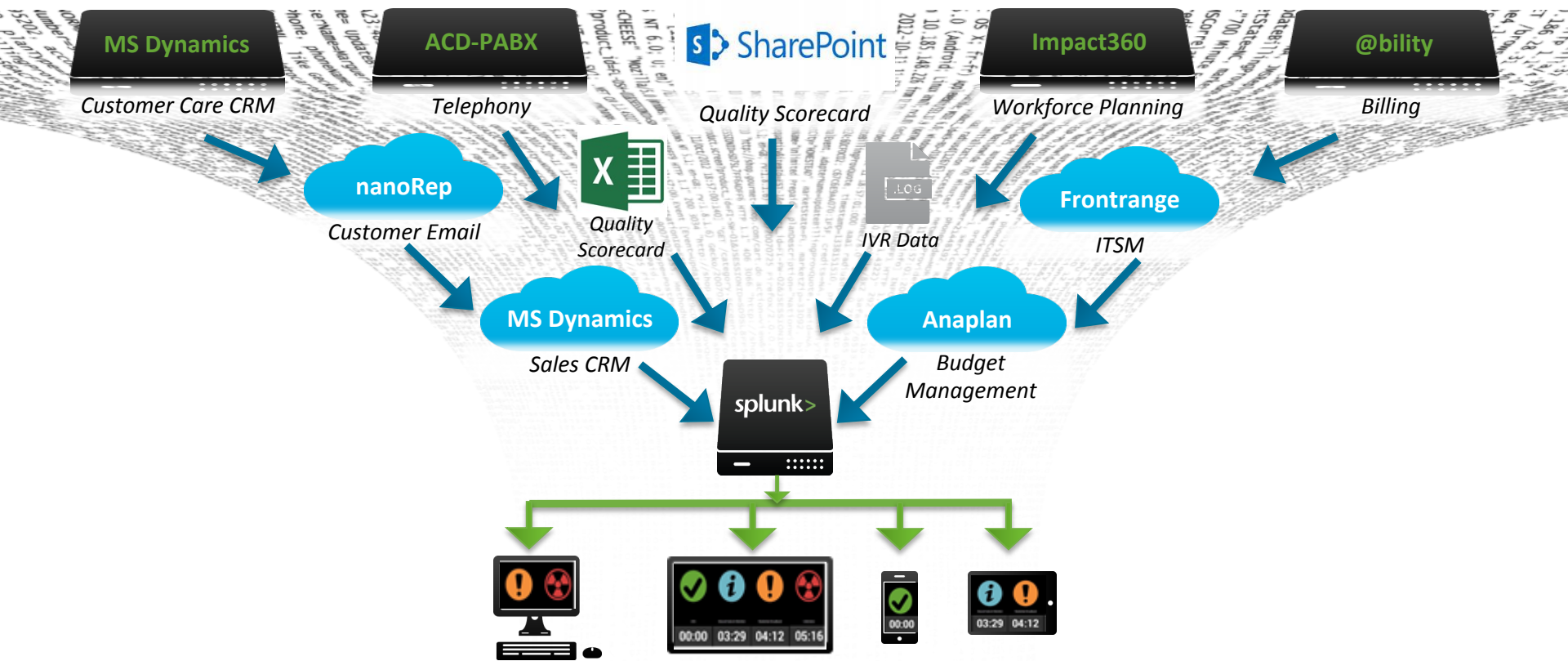
End Users
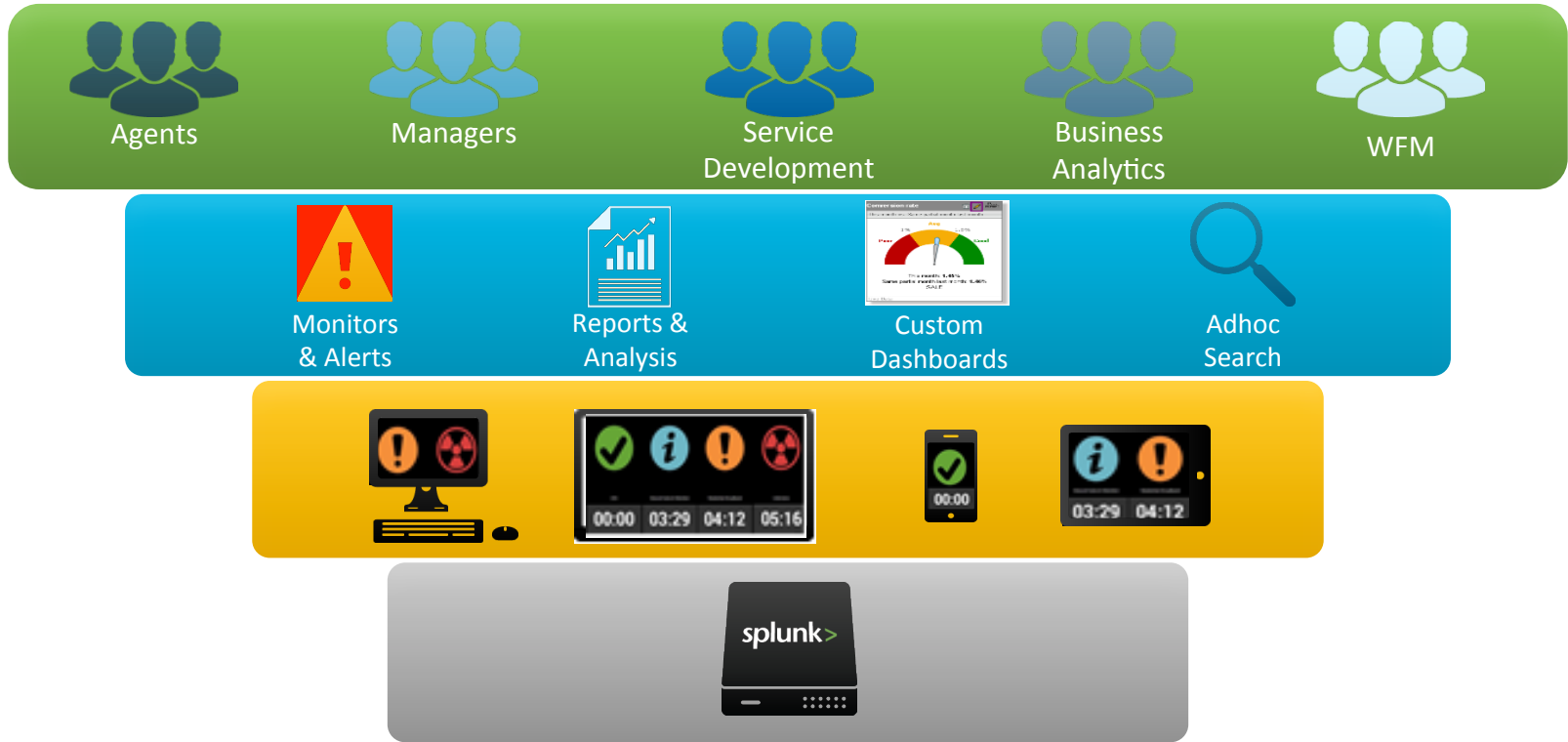
Dashboards

Operational Performance Reporting
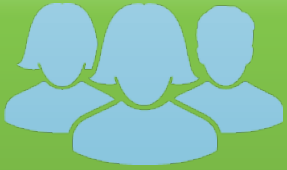
Workforce Management

- ☑ Real-time data
- ☑ Fast reactions
- ☑ Immediate notification of issue
- ☑ Easy identification of cause
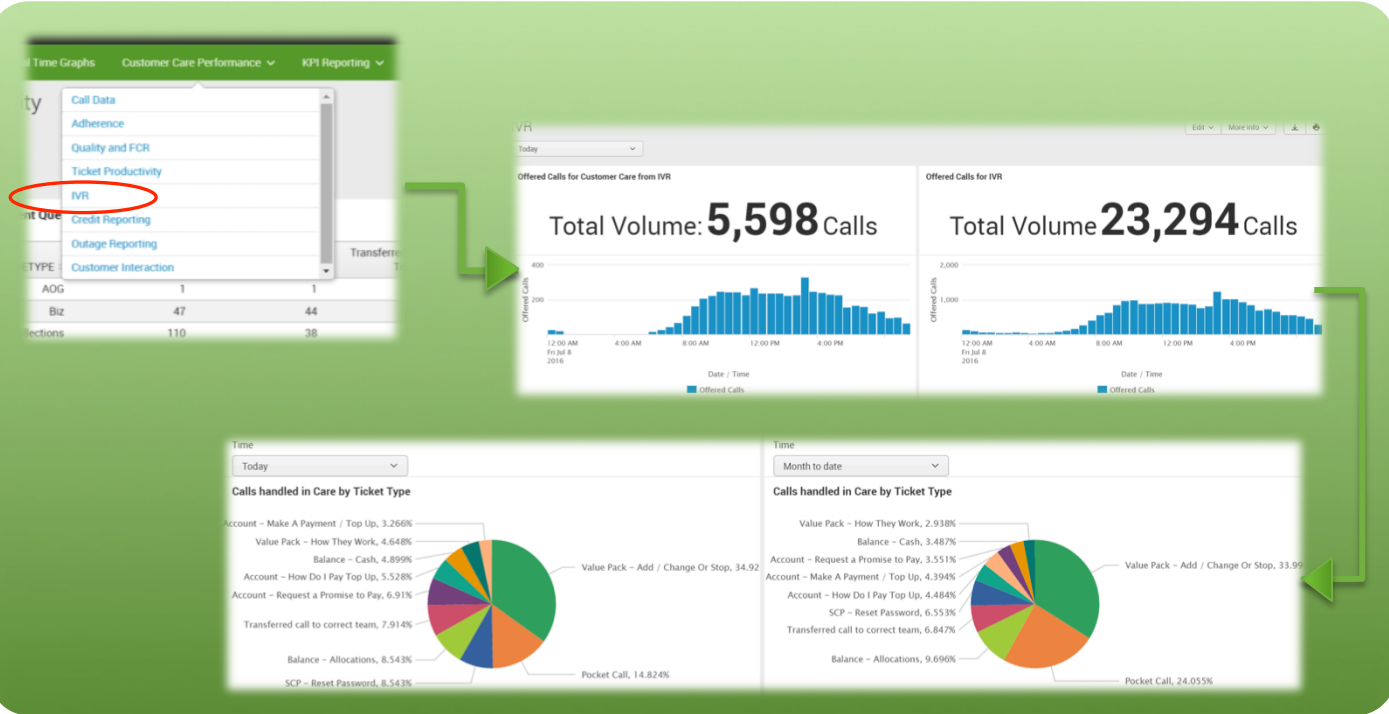
Dashboards

Team Manager Performance reporting

Team Manager

- ✔ Real-time data
- ✔ Immediate coaching
- ✔ Team gamification
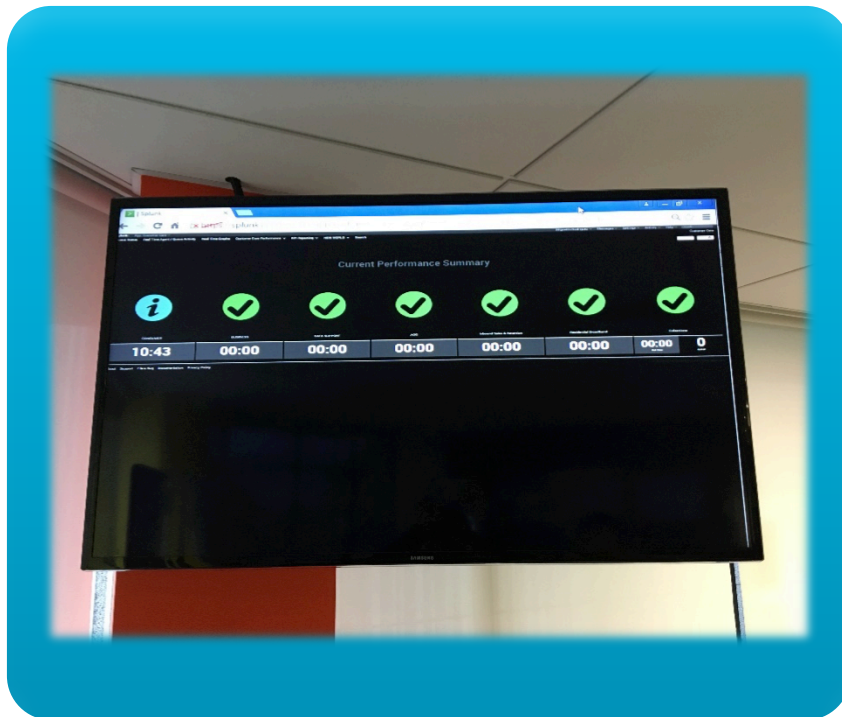- ✔ Improved consistency

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Customer Centricity

Near real-time visual displays displayed call center wide

Customer

- ☑ Fast service
- ☑ Satisfaction
- ☑ Great experience
- ☑ Loyalty

Care Agent

- ☑ Fast reaction
- ☑ Manage workload
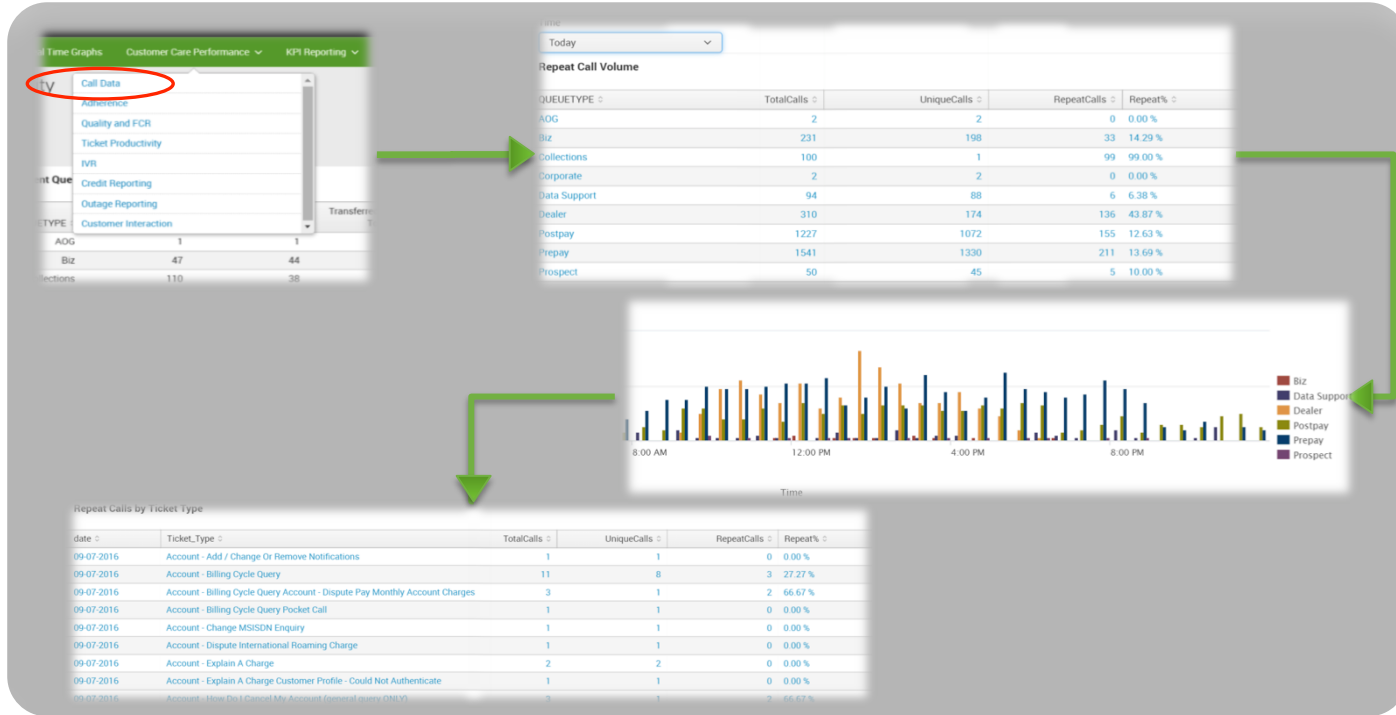- ☑ Manage the customer experience

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Dashboard Examples

Business Analytics Reporting

Analyst

- ✔ Simple
- ✔ Root cause analysis
- ✔ Immediate
- ✔ Actionable

The Challenges Through The Journey

It wasn't that simple!

- **Bridging the technical gap**
- **Access**
- **Understanding of outputs**
- **Quality checking data**
- **The look - Dashboard presentation**
- **Budget**

- **Engagement – The acceptance challenge**
- **The change management journey**
- **Training to use the dashboards**

Benefits

Real-time Reporting & Data Analytics

REAL TIME Reporting

- ☑ Greater visibility
- ☑ Immediate decision capability
- ☑ Performance management
- ☑ Incident management

HISTORICAL Reporting

- ☑ Efficiency
- ☑ Breadth
- ☑ Consistency

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Benefits
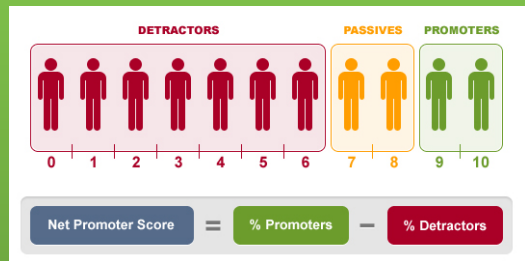
Customer & Agent

AGENT BENEFITS

☑ Instant feedback
☑ Targeted coaching
☑ Immediate KPI reporting
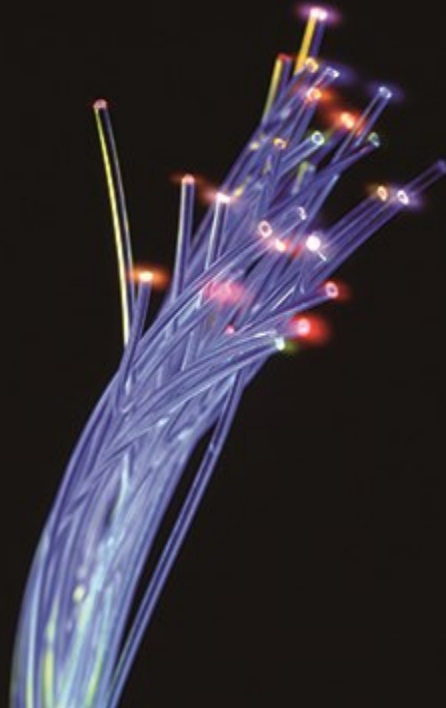☑ Drillable, meaningful information

CUSTOMER BENEFITS

REAL-TIME NPS (Net promoter Score)

+46

☑ Impressive queue wait times
☑ Knowledgeable Agents

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Where To From Here?

The new world – it's already under development...

"The only thing that is constant is Change-"
Heraclitus

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Questions?

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THANK YOU

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