

ERROL WILLS / GARTH MADELLA

RangeWave / Alteram

Why your Cloud Based Call Centre will need less Agents

Agenda

Companies overview

Project overview

- What was the challenge your organisation faced?
- How did you approach the solution?
- What did we do?
- What were the key outcomes and benefits?
- What next?

Questions and Answers



Companies Overview

Company name: RangeWave Consulting (GrowthWorx – Hybris division)
Website: www.rangewave.com / www.growthworx.co.za
Location: Bryanston, Sandton
Industry: Professional Services
Main products/services: SAP: Sales, Implementation and Support
Operating countries: South Africa
of employees: 220

Company name: Alteram Solutions (Ultimax)
Website: www.alteram.co.za
Location: Randjiespark, Midrand
Industry: Professional Services
Main products/services: Infrastructure and Services in the IT industry
Operating countries: South Africa
of employees: 220



How we won the work

The Department of Water and Sanitation (DWS) went out on tender for a cloud based CRM solution.

Alteram formed a consortium to respond to this tender. The solution we put forward was SAP Hybris Service Cloud.

Response to Tender

- What was requested?
- What was offered?
- What became the requirement?

Careful what you ask for?



water & sanitation

Department:
Water and Sanitation
REPUBLIC OF SOUTH AFRICA



Why Public Sector is different?

Customer Experience

- Digital transformation is affecting the customers behaviour, no longer does the customer want to visit or phone and wait at the end of the line to be assisted, with no competence from Agents to refer to previous interactions
- The Customer expects to digitally (probably via a mobile device) be able to initially try and obtain the information on their own (via knowledge bases), then if unsuccessful they can engage with an Agent
- If the Agent is unable to assist then the Agent should be able to forward the case to any Subject Matter Expert whether or not they are in the office
- The analysis of the tickets being logged with the Agents should assist in building ever superior knowledge bases to reduce the number of queries

Why Customer Hotlines will never be the same again

Project Overview

This project, due to the additional capability that is created by cloud, Enabled DWS to rethink their business model, specifically:

- Centralise the customer contact to a single hotline
- Reduce costs by increasing the competency of the Agents
- Reduce costs by developing self service

- Challenges
 - Queries
 - Water quality
 - Billing
 - Data
 - Suppliers
 - Lack of water
 - Wastages and spillages
 - Poor sanitation
 - Provision of water infrastructure
 - Officials behaviour

Centralise the customer contact to a single hotline

- **DWS was allowing South African citizens to contact them in a decentralized manner, with no single customer contact centre**
 - **Tracking and tracing of the process had no visibility, no workflow, resolution process or SLA**
- Centralising the customer contact to a single hotline created visibility and performance measurement
 - Allows for monitoring across all aspects of the customer enquiry throughout the process
 - Multiple inbound and outbound channels - Voice, SMS, email

Reduce costs

- Increasing the Competency of the Agents
 - By increasing the competency of the Agents within the Call Centre the frequency of first contact call resolution is increased, thereby reducing the cost per incident and customer satisfaction
- Single View for Agents
 - SAP statements and invoices can be viewed from SAP Hybris Service Cloud
 - We integrated into all the DWS backend systems – i.e. Their license and registration systems
 - We developed dropdowns for addresses (our agents cannot spell)
 - We linked addresses to Wards and Municipalities using data from the Demarcation Board and build all this into SAP Hybris Service Cloud
 - We automatically insert GPS coordinates based on the address using google maps
 - We pre-populate our tickets as much as we can to cut errors
 - We included all processes and procedures as knowledge articles in the system

Reduce costs

- Developing Self Service

- By increasing digital access for Customers to obtain information themselves, the frequency of contact is reduced, thereby reducing the cost per incident and customer satisfaction

- Accessible via the DWS website

- Must allow the citizen to:

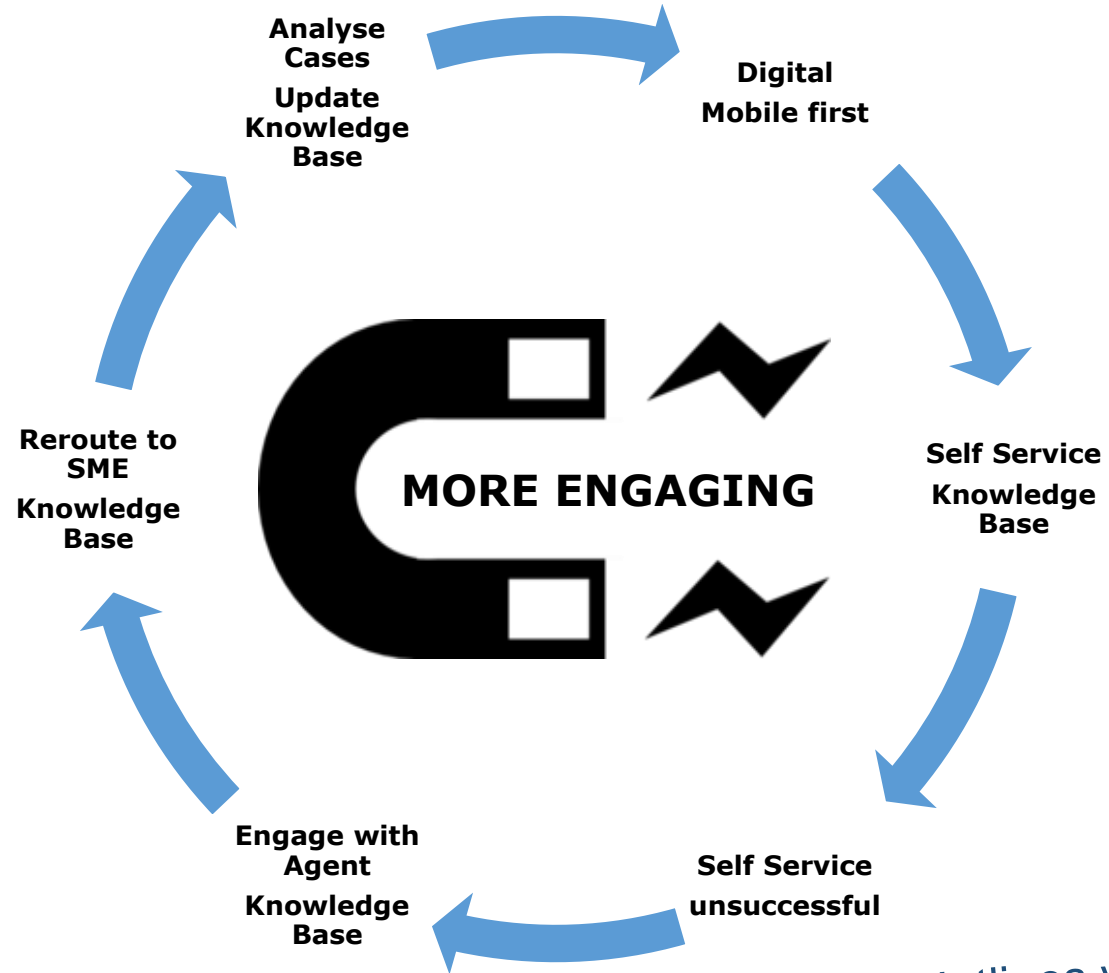
- Log and follow up on a queries and complaints

- Request information and service

- Check ticket status

- Knowledge Management to enhance Self Service

How Cloud based applications change the Customer Experience



Why Customer Hotlines will never be the same again

Make the Circle Bigger

SME's (Back Office)

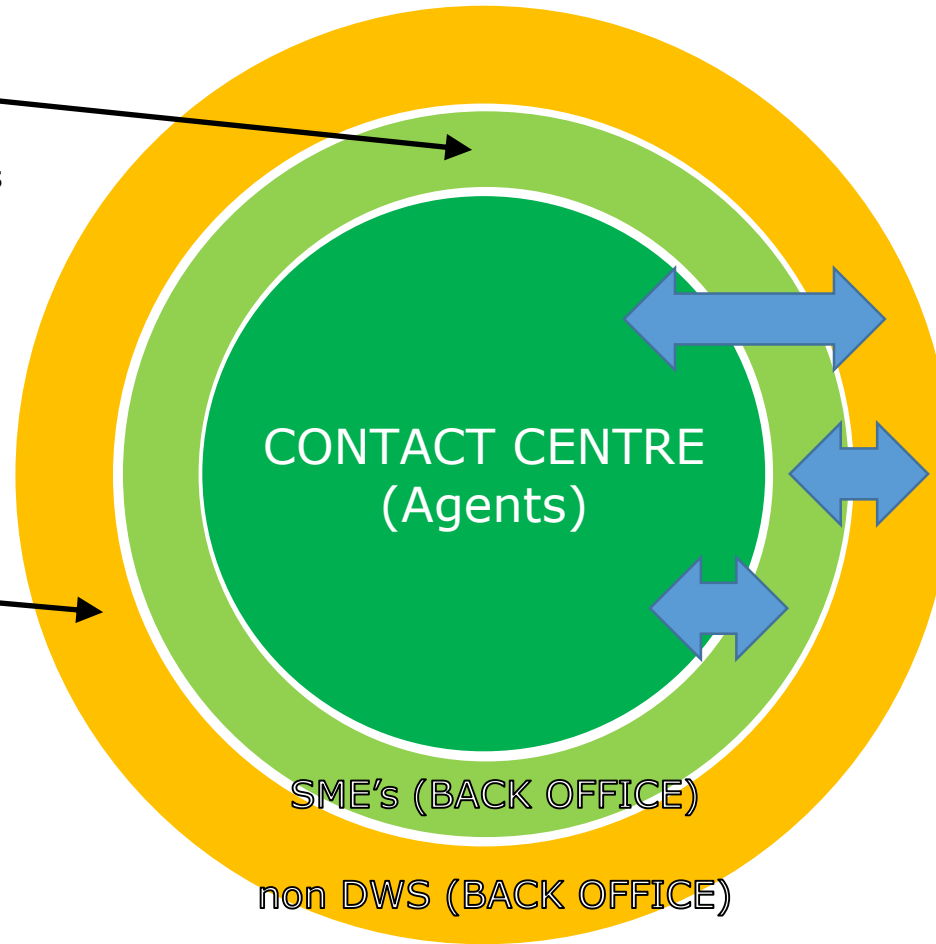
- Debt and billing services
- Registration and Licensing Support services
- Main and WTE Supplier and Support services
- General Public and Sanitation services
- Others to be defined (such as DWS HR)

Routing Structures to be determined

- CMA's and Prototype CMA's
- DWS Regions
- Clusters

Non DWS (Back Office)

- Waterboards
- Municipalities
- Early warning analysts
- Information Management (GIS)
- Citizens
- Enhanced Knowledge Management
- DWS Web Portal
- Enhanced mobile (self-service)



Workflow Rules and Ticket Routing
to ensure that cases are always handled by the right person)

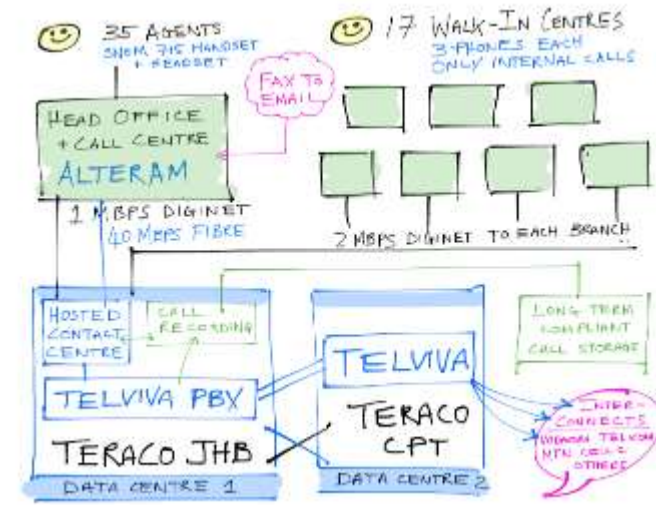
What did we require?

Building blocks which enabled us to achieve our desired outcome

- Single view of the customer
 - We enabled our consultants to have access to an aggregated, consistent and holistic view of the data known by DWS about its customers
- Knowledge Management
 - KM captures knowledge from across the organisation, packages and makes it available for the shared use of all stakeholders
- Business Intelligence, Analytics and GIS
 - The main aim was to turn data into insights using reports, dashboards, analytics and GIS
- Backend Data Integration
 - We needed a single source of the truth
 - Data on the DWS platform was duplicated and scattered across the organisation
 - We brought all these disparate data sources together and presented a consolidated view to consultants and web clients

Exploit Standard Software

- First Cloud to Cloud Integration (CTI integration)
- First SAP Hybris Cloud for Service Go-Live in Africa
 - The standard SAP Hybris Service Cloud phone integration is Cloud to On-premise
 - RangeWave undertook the first Cloud to Cloud phone integration between SAP and Telviva, a 3rd party telephony service provider
- Service transition was used to ensure a smooth transition from development to operations
- Business and IT collaborated in the full SDLC process from Blueprint to Post Go-Live
- We ensured the end client was fully involved in planning testing and operation of the solution
- A high powered Steering Committee was used to do stakeholder management
- The rest was down to Change Management



Business Case and Actual Business Benefits

Business objectives we initially intended to realize through the project

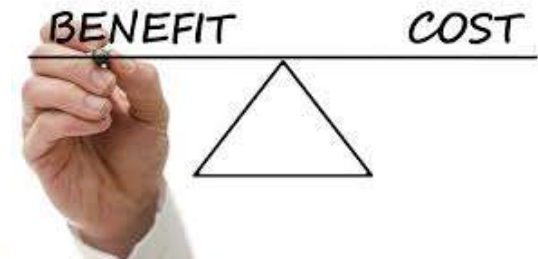
- Improve customer satisfaction
- Streamline supplier / service provider processes
- Manage an inbound and outbound call centre
- Track, trace and resolve DWS's related queries, requests and issues
- House these services in a secure facility with the appropriate technology, people and processes
- Allow communication with citizens, suppliers and users through a number of channels including voice, fax, email, SMS, chat and other social platforms
- Handle call flows and backend processes in a structured and well-engineered manner and integrate it into DWS's backend application landscape



Business Case and Actual Business Benefits

Business benefits that we actually achieved

- Continuously improve the Customer Experience (Customer-driven market)
 - Recognising that customer service is one of the most effective USPs available to companies today
- Multichannel (all channels are available to the consumer)
 - Ensuring that the customer can make contact at any stage of their day, in the way that they want to
 - Omnichannel – allowing customers to experience seamless integration between channels as a standard so that they can swap between them at their convenience
- Key business benefits and / or KPI improvements achieved so far and which are expected later
 - Boost customer satisfaction and the quality of the customer experience
 - Increase operational efficiency by streamlining service operations
 - Maximize profitability by creating and offering new services





Questions



THANK YOU

 It's time to
Reimagine
infinite possibilities

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