



Call Center
Cost Reduction & Optimization

PROGRAM

Increase
product revenue

Reduce
service costs

Lower
overhead costs

Improve
customer interaction

Part of a series of
Experience Optimization
solutions provided by
PROFIT INSIGHT®

ONECALL™

Call Center Cost Reduction and Optimization

Customer service centers are costly. But this sensitive touch point may be a customer's only personal experience with your organization. Make the wrong move and you could lose customers - *even long time relationships* - due to dissatisfaction, frustration and anger. **OneCall™** helps you make the most of every customer interaction.

Enhance and leverage self serve functionality.

We identify call types and processes which should not require human interaction, freeing your agents to concentrate on callers requiring extra attention.

Improve your first call resolution.

We discover where your staff may require different skills and tools to meet your customers' needs quickly. We identify empowerment opportunities and recommend infrastructure enhancements to improve productivity.

Reduce expenses and improve call efficiency.

We utilize key performance metrics to deliver cost saving methodology directly to your bottom line.

Improve your operations and customer experience.

We review caller experience to isolate performance gaps and deliver tactical recommendations to improve customer satisfaction.

**ONECALL™ changes your servicing arena
from a cost center to a profit center.**

Areas of Focus

Customer Interaction

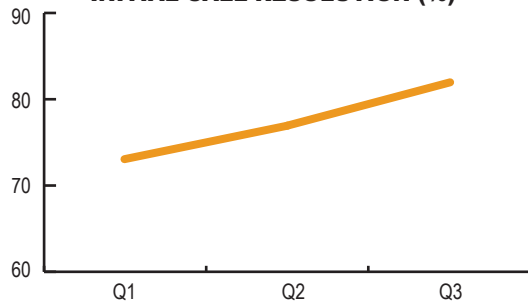
- Initial call resolution
- Call segmentation/analysis
- Self-service capabilities
- Inquiry fulfillment
- Cost-to-serve reduction

Operations

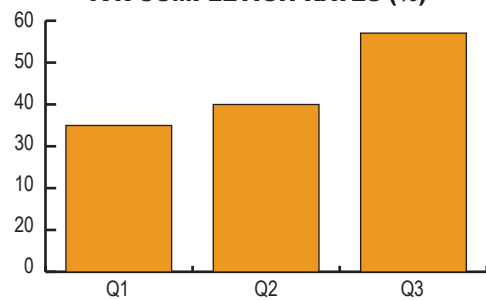
- Staffing efficiency
- Key metric reporting
- Agent incentives
- Agent empowerment
- Skill based and escalation routing
- Compliance and quality control
- Outsourcing advisory
- Off-phone activities

RESULTS

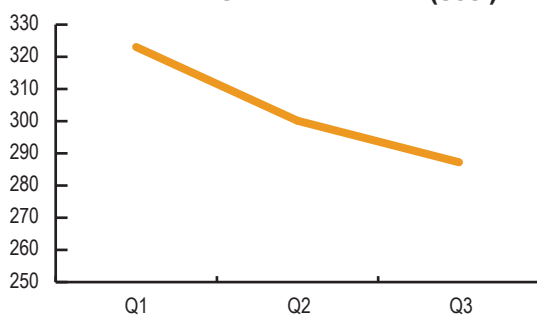
INITIAL CALL RESOLUTION (%)



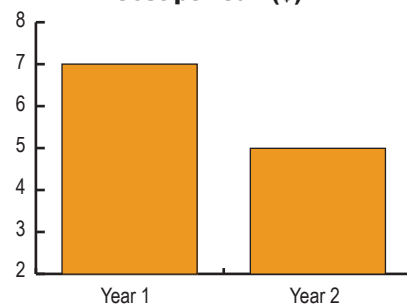
IVR COMPLETION RATES (%)



AHT - AVERAGE HANDLE TIME (Sec.)



Cost per Call (\$)



PROFIT INSIGHT® provides tactical solutions to the global banking and payments industry. Our specialists solve problems for executives frustrated by declining revenues and rising costs. Through client collaboration, PROFIT INSIGHT® creates revenue enhancement, revenue assurance and cost reduction strategies to deliver substantial financial rewards.

Our engagements are quick, quiet & efficient

Our engagement teams are small and operate quickly without disrupting your daily operations. They require little of your internal resources and work as part of your team in a collaborative approach.

Our customized solutions are yours

We develop a broad array of solutions to address your specific needs and customize them to your specific business climate.

We work with you to implement these ideas and instill them as best practices into your organization's culture.

Our customized solutions are highly transparent

We are sensitive to your current customers and prospects. Our revenue enhancement, revenue assurance and cost reduction programs help you better understand not only your operations, but your market and customer base.

40•6•40
YEARS • CONTINENTS • \$BILLION

For over **forty** years, our customers on **six** continents, have realized over **forty** billion dollars of incremental financial opportunity!



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