Callbi customer successes

Collections - 45 agents

Callbi identified significant post-call silent time indicating large- scale agent abuse. Culprits were quickly identified and appropriate disciplinary action was taken.

Annual savings to the operation estimated to be approximately R150 000.

Inbound service - 85 agents

Callbi insights exposed high incidence of poor voice quality, line quality and resulting recording quality leading to large numbers of dropped calls, low CSAT excessive AHT and high repeat calls. Callbi-based interventions led to introduction of high quality noise- cancelling headsets, better bandwidth utilization and low-cost refinements to the recording solution. Overall improvement in CX, AHT and reduction of repeat calls.

Annual savings estimated to be approximately R1 100 000.

Telesales - 450 agents

In the first week of using Callbi, management identified that 80% of sales calls were terminated by agents without following prescribed objection-handling scripts, call guides and training. Appropriate disciplinary action, revised processes, scripts and training interventions were implemented together with additional Callbi-based monitoring.

Within 60 days sales revenues have increased by over 15%.

Inbound service - 250 agents

Callbi analytics indicated significant inefficiencies in overall call handling processes and techniques resulting in inordinately high AHT. After Callbi-based interventions were introduced,

AHT was reduced by 17% and allowed the operation to reduce headcount by 42 agents.

Annual savings estimated to be approximately R4 000 000.

Inbound service desk - 250 agents

Callbi identified significant Silent Time in over 40% of calls. Insights exposed long holds, unnecessary transfers and process inefficiencies. Callbi insights are driving interventions reducing inefficiencies and poor process adherence resulting in initial headcount reduction of 30 agents.

Monthly direct savings estimated to be approximately R250 000.

Collections - 180 agents

Callbi insights reported substantial agent abuse using incorrect wrap-up (disposition) codes leading to misguided statistics and MIS and poor consequential strategic and tactical decisions. Also, significantly poor RPC and PTP's and 'burned' leads. Inspired by Callbi insights appropriate disciplinary actions, training and coaching interventions were implemented. RPC to PTP ratio increased by 10%.

PTP's increased by 12%.

Cost of collections decreased by 11%.

Inbound service - 285 agents

Initial Callbi analytics identified that 31% of ± 1 500 calls daily were avoidable repeat calls. Further analysis gave rise to certain proactive outbound campaigns. Overall resources were reduced by 15 agents. NPS increased by 3 points.

Annual cost savings to the organisation estimated to be approximately R1 400 000.

Contact us

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