

Case Study

LCA-Vision, Inc.

Company Streamlines Business Processes with PerformanceEdge® and Unified Command and Control®.

The Company

Laser Centers of America (LCA-Vision) Inc. is a leading provider of laser vision correction services under the LasikPlus brand. The company owns and operates 63 LasikPlus fixed-site laser vision correction centers in North America. LCA's ophthalmologists and optometrists have performed more than 700,000 laser vision correction procedures in North America since 1991. LCA has one contact center in Cincinnati and just added a second contact center there as well. Combined, the company has 150 agents that manage all of LCA's customer service activities.

The Business Challenge

For the past 10 years, LCA has used Aspect® CallCenter® ACD to route inquiries based upon the unique dialed number identification service (DNIS) the customer called from an advertisement. LCA manages a successful ongoing marketing campaign focused on increasing customer leads through television and print advertising. To properly track market interest, the advertisements display different phone numbers for different regions. As a result, the contact center has to wade through more than 1,200 phone numbers from different regions that are associated with different marketing campaigns to accurately determine which ones are successful—a daunting challenge for any contact center.

The advertising campaigns are so successful that the company's client base is growing at an exponential rate. This growth prompted LCA to open a second contact center to accommodate its expanding customer base. During this process, the company determined a workforce management solution would enable the contact center to better manage its increasing number of agents and their schedules. In addition, LCA wanted a solution that could help agents deliver a positive customer experience by improving the call flow process as the contact center handled a higher volume of calls. In addition, the company planned to open its new contact center in a short time frame, having just six weeks to get it up and running. With 8,000 DNIS numbers to input into the ACD, they needed a solution that could simplify the migration of the data, as well as input all agent information easily with minimum administration time.

The Solution

LCA selected Unified Command and Control – Reporting, a highly scalable solution that enables the company to consolidate reports and data for greater control and flexibility, empowering agents with easy access to real-time and historical customer information. The company is also using the PerformanceEdge workforce management capability, Aspect® Workforce Management, and its Empower enhancement package to leverage advanced scheduling and forecasting capabilities and ensure high service levels, manage increased call volumes and empower contact center agents. The solutions help empower LCA agents to deliver a positive customer experience and maintain greater control over their individual schedules, while also streamlining the overall schedule management process. As prospective customers call different phone numbers listed in a variety of media outlets



Products

- Unified Command and Control - Reporting
- PerformanceEdge - Aspect Workforce Management
- Empower enhancement package

Results:

- Improved service levels by answering 98 percent of calls within 30 seconds
- Lowered agent idle time by 20 percent
- Saves 300 hours a week in staffing costs
- Increased employee job satisfaction
- Saved 160 man-hours in new contact center deployment
- Reduced abandoned call rate by 30 percent



across regions, LCA's in-house data management and integration application provides each agent with this information in a screen pop as they take each call. This enables the agents to locate a local LasikPlus doctor, and the screen pop determines if a caller responded to a print or television advertisement in a specific region. Working very closely with the LCA marketing department, the contact center can help evaluate the success of each advertising campaign and track lead generation activities. In addition, the screen pops provide customer history if they are an existing customer, eliminating the need for the customer to repeat information, providing a more streamlined and satisfactory experience.

Leveraging Unified Command and Control®, any changes in agent data and staffing information can be automatically sent to Aspect® Workforce Management and Aspect® CallCenter® ACD across both contact centers. As an enterprise application, Aspect Workforce Management has unifying capabilities for its multisite customers, offering centralized management of agents regardless of their physical location. Unified Command and Control extends this unification of agent information, not only across multiple contact center locations, but also across disparate agent resource management applications including workforce management, routing platforms, quality, and performance management.

The Results

Following the implementation, LCA experienced several benefits. Aspect Workforce Management is helping the company ensure it has the right agents on staff at the right time and is lowering agent idle time by 20 percent. Despite the increased call volume, the contact center is maintaining high service levels, as the agents are able to answer 98 percent of calls within 30 seconds. By reducing agent idle time, the company is saving almost 300 hours a week in staffing costs. Aspect Workforce Management is also making a significant difference in the scheduling process for contact center agents. Through Empower, LCA employees have greater control over their individual calendars. This tool automates complicated agent schedule management and empowers employees to bid for shifts and vacations, and to easily make changes to their schedules. And using historical call information, the contact center can more easily manage peak call volumes because they have the right number of agents available – thereby eliminating call queues as well.

Unified Command and Control was instrumental in the deployment of LCA's new contact center. The solution saved the company a number of man-hours because it enabled the IT department to immediately populate a number of applications with agent data, such as groups, skill sets and call control tables with routing information by entering information just once. Essentially, it created a mirror image of the Aspect CallCenter ACD that existed in the original contact center. This included allowing the IT department to easily “bulk copy” customer data and DNIS information to the new applications. LCA estimates that Unified Command and Control saved the company 160 man-hours alone in migrating the DNIS database information for the new ACD. With Unified Command and Control- Reporting, the IT support staff can easily manage Aspect CallCenter ACD and Aspect Workforce Management from one application.

In addition, LCA agents are now providing a more positive customer experience. Since the solution can automatically populate the agent's screen with customer data, the agents do not have to spend time filling in information and customers do not need to repeat themselves. The computer-telephony integration (CTI) capabilities offer immediate scripting for agents through screen pops which is steadily reducing talk time with customers. And because queue times are improved due to better agent availability and reduced talk times, LCA has seen its abandoned call rate reduced by approximately 30 percent.

“With Unified Command and Control, we have access to consolidated, detailed information on our four contact centers and their performance as things happen. Having synchronized information that is easy to manage helps us make decisions and take a more active approach to planning our customer care initiatives for the future. Plus, Unified Command and Control was instrumental in helping our IT operations deploy our new contact center.”

“I've worked with several vendors in the past, and Aspect made the most sense for us. We've never had any problems with our Aspect CallCenter ACD in the 10 years we have been using the solution. In fact, it has been the most reliable solution on the market. Based on our prior experience, we've found that Aspect solutions are all-inclusive and have been able to meet all of our needs out-of-the-box.”

Mark Good

Communications Director
LCA-Vision.

Corporate Headquarters

300 Apollo Drive
Chelmsford, MA 01824
978 250 7900 office
978 244 7410 fax

Europe & Africa Headquarters

2 The Square, Stockley Park
Uxbridge
Middlesex UB11 1AD
+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

Asia Pacific & Middle East Headquarters

138 Robinson Road
#13-00 The Corporate Office
Singapore 068906
+(65) 6590 0388 office
+(65) 6324 1003 fax

aspect.com

About Aspect

Aspect is a global software and IT services firm specializing in applying Microsoft unified communications and collaboration to help customers achieve optimal results through enhanced business processes across the enterprise and in the contact center. Aspect provides IT consulting, integration services and business applications. For more information, visit www.aspect.com.

