

MobileOne Ltd.

Telecommunications provider boosts agent productivity with flexible Aspect® Workforce Management solution



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Stamford Low,
General Manager
MobileOne Contact Center



The Company

An innovative mobile service provider with a customer-focused approach to business, MobileOne delivers cellular telephone, international direct dialing (IDD), radio pager and wireless Internet access services in Singapore.

Motivation for Change

- Increase agent productivity
- Maintain customer satisfaction
- Decrease costs
- Increase flexibility

Why Aspect

MobileOne selected Aspect Workforce Management from the Contact Center Performance Optimization product line. Aspect Workforce Management is a complete, automated software solution that enables contact centers to accurately plan, manage and optimize staffing resources.

The Results

- More efficient forecasting, scheduling and tracking
- A 15 percent increase in schedule adherence
- A 10 percent increase in call handling, without adding staff
- A consistently favorable customer experience
- Flexibility to adapt to local Singapore work requirements

In the competitive mobile telecommunications market, successful companies search for software solutions that can give them an edge. The right workforce management solution can help boost agent productivity, improve customer satisfaction, lower costs and ultimately set a telecommunications company apart from the competition.

MobileOne Ltd (M1) entered Singapore's cellular telephone market in 1997 and rapidly achieved one of the world's highest take-up rates for a new market entrant. Taking a fresh approach to mobile communications, the company soon became a leading innovator with a strong focus on customer service.

The rapid introduction of new services and an emphasis on providing value are part of a business strategy that aims to build strong customer loyalty. So innovation goes hand-in-hand with dedication to customer satisfaction.

Staffing for High Customer Satisfaction

Operating around the clock and handling 85 percent of all customer contacts, the M1 contact center offers an excellent opportunity to promote customer loyalty by maintaining a consistently high level of service. But consistent service depends on accurate staffing, and in an environment as complex as M1's, accuracy can be hard to achieve.

"We have a multiskill, multiple-hotline environment, which makes the process of forecasting and scheduling much more complex," says Stamford Low, general manager of M1's contact center. "Factors affecting one hotline overflow into the other. Scheduling more than 400 staff over multiple shifts to meet call-arrival patterns became too complex and time-consuming for our Control Desk team to handle effectively. We also needed to be fast and flexible to cope with last-minute changes in marketing activities and with the launch of new services."

To meet these rigorous demands, M1 selected Aspect® Workforce Management software. Aspect Workforce Management enables contact center managers to accurately predict call volumes, construct agent schedules matched precisely to anticipated traffic, monitor compliance and adjust schedules in real time if conditions change.

Focusing on Agent Productivity

M1's business challenges are further complicated by the need to operate frugally. "With considerable emphasis on cost management," notes Low, "we have a renewed focus on agent productivity. We're using Aspect Workforce Management to eliminate unproductive time." The Real-Time Adherence (RTA) module of the Aspect solution helps M1 identify the root causes of low agent productivity. "One of the biggest pluses of Aspect Workforce Management," says Low, "is the ability to generate adherence reports."

Using Aspect Workforce Management, M1 identified lunch breaks and shift changes as productivity leaks. Agents were in the habit of leaving when they closed a call just before a break or a shift change, rather than at the exact time they were scheduled to sign off. So, members of one team were leaving before another team was in place, causing sudden drops in service-level compliance.

"The net result of implementing Aspect Workforce Management," Low concludes, "is that our service level is now very stable in spite of many intra-day fluctuations in call volume, because we're able to plan our staffing around customer calling patterns. Without a doubt, Aspect Workforce Management has given us an edge over our competitors."

*- Stamford Low
General Manager,
MobileOne Contact Center*

M1 can now make its agents more conscious of the effects of signing off early and keep compliance at prescribed levels. "We are now able to determine which agents are in schedule adherence and to take immediate action for those who are not," says Low. "Our adherence levels were running at 80 percent when we first implemented the RTA capability. We now achieve 95 percent adherence."

Controlling Cost, and More

Has the increased productivity shown bottom-line results? According to Low, it has. "In spite of a call volume increase of 10 percent," he says, "we did not have to hire any additional agents because Aspect Workforce Management has enabled us to accurately match call-arrival patterns and staffing levels."

Another benefit is the flexibility to adapt to local work requirements, rather than imposing European or North American work patterns on the Singapore-based contact center staff, as some competing solutions would have done.

And for a successful company like M1, Aspect Workforce Management offers the ability to grow, which is crucial. "We have found Aspect Workforce Management to be highly scalable," says Low. "We added 100 new agents and two new hotlines, and the system still performed seamlessly." From "What if" Scenarios to Fluctuation-proof Service The accurate schedules that M1 needed are now in place. M1's Control Desk can make major changes to schedules more quickly and can use "what if" scenarios to determine the impact of scheduling on service levels.

M1 identified a specific interval during which service levels would drop and introduced a new shift to fill the gap. The Aspect solution also helped determine whether full-time staff

working nine-hour shifts or part-time staff working five-hour shifts would be better at maintaining service levels.

This has led to more consistent service-level compliance during peak periods. "Our efficiency in forecasting, scheduling and tracking has increased," says Low. "We are able to detect additional staffing requirements much earlier, and this gives us more time to schedule overtime for our staff.

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About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit www.aspect.com.

