

RS Components

Leveraging Aspect® Workforce Management™ (WFM)
with Aspect Training

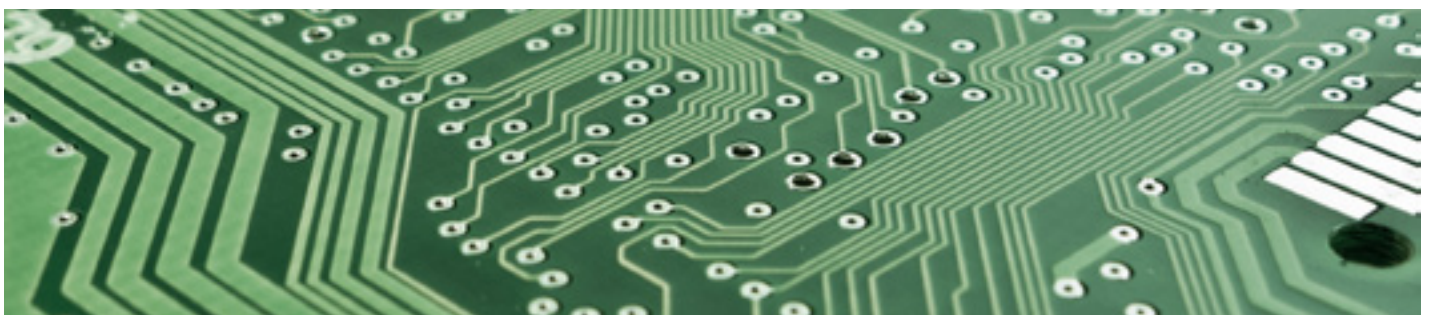


The Organisation

RS Components (RS) is one of the leading global distributors of electronics and maintenance products for engineers. With operations in 32 countries, RS offers more than 500,000 products through the internet, catalogues and at RS local branches to over one million customers, shipping more than 44,000 parcels a day. The company's products, sourced from 2,500 leading suppliers, include electronic components, electrical, automation and control, and test and measurement equipment, and engineering tools and consumables.

Motivation for Change

With its customer services team of 104 agents based in Corby, Northamptonshire, handling all the customer enquiries for UK, the company deployed Aspect Software's Workforce Management (WFM) solution to help deliver enhanced customer service. However, customers were having difficulty reaching the right person within a short amount of time and many of the processes in place were long-winded and confusing. RS Components, on consultation with Aspect, discovered that there were features of the software that they were not using, meaning RS customers were not getting the best service that they potentially could have been. By maximising the full benefits that the software could provide, RS Components could improve their overall customer experience.



Desired Solution

In order to deliver a more comprehensive customer engagement solution, RS Components looked to fully leverage the capabilities of its existing workforce management solution. Seeing the value of Aspect WFM, savings were reinvested to expand the planning team to four. The company sent the planning team to a workforce management qualification course to better understand how a wider customer engagement solution would benefit the organisation. In addition, the planning team was given comprehensive training on the Aspect system already

in place. By providing the team with a complete understanding of the scope of the Aspect software, the team was able to understand how best to leverage the existing tools and deliver them against RS Components' overall business strategy.

After receiving full certification, both through the external qualification and through Aspect's own training, the team was able to help execute a customer engagement strategy that would deliver a greater customer experience to its customers.

The Results

After the team received their qualifications and training from the Aspect team on the full capabilities of its WFM solution, RS Components was able to leverage the solution to its full potential. The WFM-trained staff members were able to train their own staff internally to ensure that the UK contact centre staff utilising the full solution and delivering a better experience for its customers.

“By working with the Aspect team to fully leverage the benefits of its workforce management solution we have been able to deliver a markedly better service to our customers across the board. We have also made it substantially easier for our customers to get in touch with our teams and thanks to Aspect's training, we have managed to reduce customer wait times so we can deliver a more efficient and effective service.”

– Emma Botfield, Head of Customer Services at RS Components

Some of the key results that were found following the comprehensive training include:

- 26 external numbers reduced to 8
- 7 workstreams delivering transformational change within UK Customer Services



104 agents working 46 shift patterns, reduced to 13

- One customer contact number to direct all calls
- NPS for product advice via telephone from 40 to 88



80% reduction in wait time, chats up 150 per cent

- Demand reduced by 4,000 average calls per week (22 per cent)
- Email SLA from 78 per cent to 92 per cent
- Saving of £105,000 of additional investment per quarter



Agents can shift swap, holiday book and more with Aspect

RS Components was able to deliver a range of benefits to help their customers independently source and solve their customer service issues without the need to call the customer contact centre. Those that did need to call were able to get in touch with a contact centre representative with relative ease, in comparison to when Aspect® Workforce Management™ (WFM) was not being maximised.

RS Components has integrated Aspect WFM into its own proprietary virtual assistant software, LivePerson. This integration enables employees to plan, schedule and track meetings, track customer performance and improve efficiencies across the board.

Corporate and Americas

Headquarters

2325 E. Camelback Road,
Suite 700
Phoenix, AZ 85016
+(1) 602 282 1500 office
+(1) 602 956 2294 fax

Europe & Africa Headquarters

The Record Store
15 Pressing Lane
Hayes UB3 1EP
United Kingdom
+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

Asia Pacific & Middle East

Headquarters

7 Temasek Boulevard
#08-02 Suntec Tower One
Singapore 038987
+(65) 6590 0388 office
+(65) 6324 1003 fax

About Aspect

Aspect helps enterprises break down the walls between people, processes, systems and data sources, allowing organisations to unite around the customer journey. By developing fully native [interaction management](#), [workforce optimisation](#) and [self-service](#) capabilities within a single customer engagement centre, we enable dynamic, conversational interactions and create a truly frictionless omni-channel customer experience. Leveraging the agility of our worldwide cloud infrastructure and over 40 years of industry ingenuity, Aspect conveniently and easily connects questions to answers while helping enterprises keep service levels high and operational costs contained. For more information, visit www.aspect.com/uk.

Aspect® and other marks as indicated, are the trademarks or registered trademarks of Aspect Software, Inc. in the United States and other countries.

