

Case Study

Dell Boosts Customer Satisfaction by 36%

Dell's global Customer Service Organization improves customer satisfaction and first contact resolution

Challenge

Improve Dell's customer satisfaction and first time resolution scores without impacting cost

Dell's Global Customer Service organization has thousands of agents responsible for ensuring customer satisfaction with Dell products and services. Two of Dell's key performance indicators are customer satisfaction score and first contact resolution. Both of these scores needed improvement. The customer satisfaction score was in the 60's and first contact resolution score was in the low 40's and the company's reputation was declining.

Solution

Ayata Software to predict KPI outcomes and drivers impacting performance

Results

Dell improved customer satisfaction by 36%



Tons of data, but very little information

"With 30,000 agents in 25 centers around the world, Dell's call centers had a ton of data, but very little information," said Dick Hunter, former VP of Global Consumer Services and Support at Dell. Customer surveys, the traditional basis for improving performance, took too long. Analyzing results and implementing changes meant additional delays and further declines in customer satisfaction. Dell needed insightful analytics to help turn the business processes around.

Dell turned to business analytics consultants and vendors but discovered that most solutions were merely focused on describing the past.

Dell then heard about Ayata's Prescriptive Analytics software and conducted a pilot. Dell provided old datasets to test the predictive capability of Ayata software. "Their blind predictions came out to within 1% of the actual results," recalled Mr. Hunter. "That high level of accuracy was what we needed to move ahead."

The Power of Prescriptive Analytics®

“Ayata outlined the interrelationship among resolution times, transfer rates, queue times, and customer satisfaction.”

Ayata is the leader in Prescriptive Analytics – the science of automatically synthesizing big data, mathematical sciences, business rules, and machine learning to make smarter decisions about future outcomes of a business process. Ayata’s patent-pending technology can not only predict future outcomes, but also prescribe decision options and show the impact of each option.

Ayata immediately began processing several internal data sources (e.g. customer, agent, product, issue, call data) flowing from Dell’s call center operations, as well as from external sources (e.g., econometrics, industry benchmarks).

“Ayata was able to give us insight into the most important programs that we should focus on.”

The Ayata software can process thousands of rules and tens of millions of data records using a SaaS (Software as a Service) delivery model. The software not only predicts “what will happen” and “when it will happen,” but also “why it will happen.” More importantly, the software can also suggest decision options on “how” to take advantage of a future opportunity (or mitigate a future risk). The software can continually and automatically process new data to improve prediction accuracy and provide better decision options.

“Through a continuous process of simulation and analysis, Ayata outlined the interrelationship among resolution times, transfer rates, queue times, and customer satisfaction,” said Mr. Hunter. “From there, they predicted specific, upcoming issues and opportunities that would affect customer satisfaction, while accounting for the possibility that one KPI could be impacted by changes made to another.”

“Their (Ayata) predictions came out to within 1% of the actual results.”

Armed with that information, Dell was able to make a compelling business case for several unorthodox strategies, including extending handle times, because it would ultimately boost customer satisfaction.

Greater customer satisfaction, more revenue

Over the next two quarters, customer satisfaction scores increased by nearly 40% to the 80’s, while first contact resolution increased by nearly 50% to the high 60’s.

Because call center agents were better prepared to resolve the customer’s issue faster, they were in a position to generate revenue. Agents leveraged the trust they had earned from resolving the call to make specific, custom offers calibrated to the particular interaction. Rather than eating into the operation’s budget, the cost of increased handle times was partially offset by the revenue generated by this new sales opportunity.

“Figuring out the balance between customer satisfaction and cost is tough,” said Mr. Hunter. “Ayata was able to give us insight into the most important programs that we should focus on. More importantly, they were able to predict what would happen to that balance as we implemented the changes the software prescribed.”

Ayata can deliver similar results at your organization. *To learn more, visit www.ayata.com or contact us at 888.982.9282.*

DICK HUNTER, FORMER VP OF GLOBAL CONSUMER SERVICES AND SUPPORT, DELL

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