



Solution:
Call Center

Overview:

HardMetrics helps contact center giant increase profitability and customer satisfaction, with on-demand analytics that measure individual, team, center and program performance

Profile:

Industry:

Outsourced Contact Center solutions

Key Business Processes:

Call Center, Sales, Services

Client:

TCIM Services, a global leader in outsourced call center solutions

Contact Center Services Leader Transforms Business Performance Management

Background

TCIM Services, Inc. is a leader in customer lifecycle management. Their customized, rapidly deployed and quality certified global contact center solutions drive measurable value by consistently delivering best-in-class performance. With contact centers nationwide and offshore, TCIM offers its clients a competitive advantage in the marketplace with a proven track record of providing world-class business solutions. TCIM is dedicated to the development of innovative business process management for Fortune 500 companies and stays ahead of the curve with state of the art contact centers, operational process efficiencies and exceptional performance / customer satisfaction.



HardMetrics on-demand analytics provide real-time access to the data and metrics that matter for your business.



You can't manage what you can't measure. HardMetrics provided us the platform to deploy a world-class corporate performance management system, which has directly impacted our profitability and customer satisfaction.

Scott von Kleeck
TCIM Services, Inc
CIO



Like many organizations, TCIM's competitive advantages are highly reliant upon its people, processes, internal technology applications and management. For TCIM, this includes their implementation processes, agent development programs and business performance management. Given the high-growth, high customer-demand market in which they compete, TCIM management is acutely aware of the fact that its technology foundation, speed of delivery, and accuracy of service directly impacts the internal, and therefore external, customers' experience. This in turn drives customer satisfaction and profitability.

Innovation Challenge

The ability to scale and retain customer service excellence is paramount; as the number of client programs and support centers continue to grow, the need for business reporting on performance is of the utmost importance to the firm. The foundation is consistency in measurement and interpretation, plus the ability to dissect performance at the user's preferred hierarchical level. After considering an internal IT project for reporting and significant due diligence about off-the-shelf technology providers, they selected HardMetrics to provide an on-demand analytics platform for their business users. This would become a critical internal system for global performance management of all their call centers

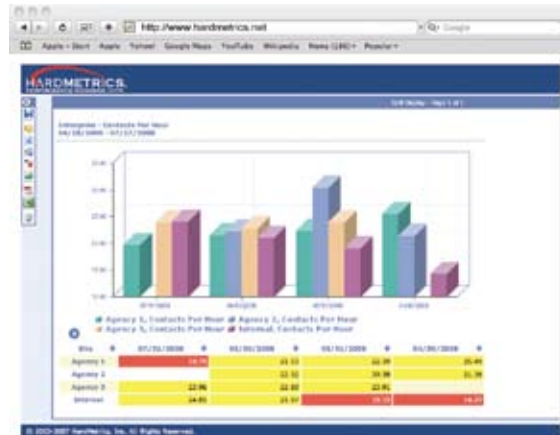
continued on page 2



We chose HardMetrics after an extensive vendor review process because their team was very knowledgeable in the areas of data integration, business metrics and call center performance management.



and services. As CIO Scott von Kleeck says, “We chose HardMetrics after an extensive vendor review process because their team was very knowledgeable in the areas of data integration, business metrics and call center performance management. The power of their analytics engine meant our implementation would be easier and faster than other options, while providing us the flexibility to meet increasing demands and unspecified future requirements.”



Drill-down to analyze the key metrics that impact your bottom-line results.

HardMetrics Solution

“The goal of this project was to (1) measure the metrics that really matter for our business and (2) give front-line managers on-demand data access to truly drive profitability and customer satisfaction,” according to von Kleeck. The HardMetrics solution enabled extremely rapid deployment; the bulk of the time was spent mobilizing internal efforts and developing the metrics to be introduced and standardized with the new system.

The HardMetrics solution is now in use by over 250 TCIM global users, from customer service supervisors to senior executives. It provides on-demand access to key metrics and drill-down functionality so they can evaluate business performance at a global, client account, geographical, call center, team or individual level.

20 unique data sources are blended in the HardMetrics analytics platform to provide key performance metrics to the management team: 50+ for outbound services, 100+ for inbound services and 75+ for payroll related data. These data sources include internally developed and off-the-shelf software applications, such as ADP, and infrastructure components, including the company’s predictive dialers, switches, employee databases, billing and financial systems. With over 60 data feeds from these 20 sources, delivered via multiple call center locations, the HardMetrics platform automatically handles 1.5+M record updates per day.

continued on page 3

“After year 1 we did an analysis and found a clear ROI from the HardMetrics technology; we’ve increased both IT and business staff productivity, provided services previously not available and directly impacted customer satisfaction as well.”

”

Proven Results

The system has allowed for the complete elimination of a number of periodic reports that were previously generated by all parts of the business. It’s also removed the need for special IT projects to develop and support new reports or perform detailed analysis; users have live data access, not a set of static reports. They have drill-down capabilities to “slice and dice” the data any way they want, from an easy-to-use Web interface. “We’ve freed our IT staff from manual data analysis and delighted our internal customers - the business managers - with self-service access to critical business performance data,” says von Kleeck. Additionally, certain manual processes were completely automated with the launch of the new system.

Not only are call center managers able to view agent and team performance objectively, but TCIM Account Managers can also view a client program globally and more actively monitor business performance on behalf of the customer. Said von Kleeck, “Our account managers’ ability to rapidly drill-down into programs’ performance metrics and truly manage the client account has been extremely beneficial in client retention and renewal – in turn driving customer satisfaction and profitability.”



HardMetrics CCPM integrates with any data sources to provide the macro analytics needed to drive your revenue and profit.

The HardMetrics analytics platform has enabled TCIM to optimize the measurement and management of their business performance. As von Kleeck said, “After year 1 we did an analysis and found a clear ROI from the HardMetrics technology; we’ve increased both IT and business staff productivity, providing services previously not available and directly impacted customer satisfaction as well.” In a highly competitive market, completely dependent on customer service, the ability to drive peak performance with metrics that matter can have a truly transformational impact.