

MegaFon Boosts Call Centre Performance with NX Call Centre KPI Management



MegaFon

Company: MegaFon PJSC
 Region: Russia and Tajikistan
 Nexign Solution:
 Implementation time: 2019–2021

Brief Description of the Success Story

MegaFon implemented NX Call Centre KPI Management to boost the performance of its call centre agents. The product is powered by the Nexign Microservices Framework. NX Call Centre KPI Management helps automate data collection and monitor real-time target achievement progress of call centre agents as well as generates performance ratings with detailed information about each KPI. The product supports flexible target setting and adjustment according to the provider’s organisational structure. The NX Call Centre KPI Management user interface includes personnel training and testing modules as well as a quality control module. Thus, NX Call Centre KPI Management combined all the aspects of work to boost call centre performance. As a result, migration to a new KPI management system helped increase personnel motivation and customer service quality, and the product itself received high praise from the call centre agents.

Client

MegaFon is a nationwide provider of digital opportunities and a leader in the Russian and global telecommunications market. The company combines the areas of IT and telecommunications as well as provides mobile and fixed-line services, mobile and broadband Internet, digital TV and OTT services, and innovative digital products and services. The company and its subsidiaries render services in all Russian regions as well as in the Republics of Abkhazia, South Ossetia and Tajikistan.



Business Case

The Unified Billing project resulted in the unification of all customer service processes and the implementation of a global MegaFon contact centre. This helped distribute the workload between regional sites and reduce call processing costs.

For operation of the unified call centre, the provider needed a comprehensive solution that would help reduce the labour required to collect and analyse KPI data and boost customer service quality. When developing the new system, it was necessary to take into account the complex organisational hierarchy, which required flexible target setting. Apart from that, it was important to integrate it into the provider's IT systems. That was the reason why MegaFon decided to create a new call centre performance management product powered by the Nexign Microservices Framework. The autonomy of the microservices and the use of non-stop development and implementation methods allowed the provider to accelerate the release of the product without disrupting existing business processes.

Solution

The result was a product that automatically gathers data from various IT systems according to specified metrics and displays them in the employee account. The KPI list can be managed through a reference tool, without the assistance of IT specialists. The system takes into account the special features of target setting in an organisation with a complex hierarchy. The product provides access to data based on allocated roles. For example, a call centre agent can



see their own real-time performance indicators concerning the call processing speed, customer satisfaction scores and other KPIs related to the incentive system. Daily indicators form the result for the reporting period. The department manager can see data on each employee separately, and on the call centre as a whole, as well as the summary indicator and detailed information on each target.

Performance ratings are aimed at motivating employees to achieve targets and ensuring the transparency of the incentive system.

A knowledge testing module was created for employees to enhance their skills. It can be used to generate any kind of test and send it to one specialist, the whole department or certain employees depending on their skills.

'Personnel motivation is one of the most important objectives for any manager. We have compiled all the key indicators in the employee account — customer satisfaction scores, problem resolution time, etc. First, this kind of transparency helps the agent strive for better results and see the effect of their work on financial and non-material incentives. The managers have gained a handy tool that provides information on business metrics and allows them to quickly understand which call centre agent needs help and in what way — for example, a new course to boost their process or product knowledge. Thus, we have acquired a unified tool for call centre agents and managers that will boost MegaFon's service efficiency on a daily basis thanks to motivation and flexible management'

says Igor Doronin,
MegaFon's Customer Service and Experience Director.

To boost the quality of the agents' performance, the Audio Monitoring module was created. It helps assess conversations between employees and customers according to a checklist that reflects all the company's standards for interacting with subscribers. In addition, it is possible to appeal if an employee or their manager does not agree with the quality control assessment. If the decision is revised, the points are automatically recalculated. Thus, the system collects information about all the calls and analyses the customer satisfaction scores given to the call centre agent following a support call. The employee's final score depends on KPI achievement and the auditor's assessment.

A special feature of the NX Call Centre KPI Management product at MegaFon was large-scale integration into the company's internal IT systems and the need to configure the product without replacing or stopping other software used to manage the contact centre. Those issues were promptly addressed, which facilitated the launch of the new call centre performance management system.

Results:

- Call centre performance has been boosted thanks to KPI management
- Employee motivation has increased thanks to online performance monitoring and quality control transparency. Every employee has access to their account where they can see their real-time target achievement progress. This helps them promptly identify problems, improve monthly performance indicators and, consequently, their level of remuneration
- Customer service quality has been improved by automating employees' post-training knowledge testing
- Data collection from various sources has been automated, the time required to prepare reporting documents has been reduced
- 70% of the call centre agents surveyed gave the new KPI management system a rating of 9 to 10 out of 10.

