

CASE STUDY

Increased Service Levels and Lower Costs
achieved with Customer1[®] Support Solution



CUSTOMER **1**

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Overwhelming Call Volumes, Complex Issues

A leading consumer products company, Anheuser-Busch InBev (ABI), was experiencing increasing volume of issues for resolution from its sales force and large corporate customers. The call centre's agents and level 2 support personnel were overwhelmed, causing escalating costs as staff resources were added, and reduced levels of satisfaction as employees and customers were not able to get the answers they needed in a timely manner.

With 300+ salespeople throughout the country, as well as channel partners and a number of key accounts, the call centre was the primary support channel for questions about contracts, deliveries, and payment processing. The types of inquiries they receive are very account, contract or date specific and meant that they were only able to resolve it on the first call about 30% of the time. ABI needed a solution that would help them shift inquiries to lower cost channels as well as quickly capture and escalate issues to second and third level support contacts in various business departments for resolution. All while meeting service level agreement (SLA) requirements.



The Customer1 Solution

Customer1's multi-channel platform enabled them to launch email and fax channels, immediately reducing the number of inbound inquiries through the phone. Customer1's streamlined issue management solution allowed them to reduce Time to Ticket, a key measure of performance, and the flexible workflow management tools simplified the process of routing and tracking issues requiring escalation. Utilizing the solutions business clock, the organization was able to monitor progress and resolution times against SLA thresholds. After Customer1 was deployed, the operations support team was able to reduce the number of agents required from 16 to 8, and shift the use of inbound channels so that only 50% of all inquiries were coming in via the phone. All resulting in reduced resolution times, increased efficiencies and lower overall costs.

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THE COMPANY

A truly consumer-centric, sales driven organization, Anheuser-Busch InBev, is one of the world's top-5 consumer product companies managing a portfolio of well over 200 beer brands and holds the No. 1 and No. 2 position in 19 markets.

THE CHALLENGE

The company was facing overwhelming call volumes from salespeople, channel partners, and key corporate accounts. Majority of issues were complex and account specific requiring escalation to 2nd level support contacts in legal, accounting and operations roles. Managing flow of information to resolve issues and meet SLA requirements were accompanied by rising support costs.

THE RESULTS

- Reduced resolution times and increased SLA compliance
- Shifted 50% of phone based inquires to lower cost channels
- Reduced agent resource requirement by 50%
- Lowered overall cost of support operations



About Customer1

Customer1's streamlined software solution empowers organizations to provide exceptional support experiences. Based on an integrated platform that includes Issue Management, Knowledge Base and Self Service Portal functionality, Customer1 drives increased operational efficiency and reduces overall cost of support for multi-channel contact centres in a range of industries. Headquartered in Toronto, with offices in Charlottetown, PEI, Customer1 serves clients in 10 countries and 8 languages. For more information, visit www.customer1.com.