

CASE STUDY



Eventra Underpins Service Ethic

We're here to serve' is the motto of Building and Civil Engineering (B&CE) Benefit Schemes, the UK's largest supplier of financial services and employee benefits to the construction industry. To uphold and maintain this basis for business, B&CE has invested in Empathy's contact recording suite, Eventra.

Laying the Foundation

B&CE was founded in 1942 to provide a central point for administering holiday pay to employees working in building and construction. Today its portfolio has grown to encompass related financial services such as death in service benefits, accident cover and retirement provision. It is the UK's largest



provider of stakeholder pensions, boasting a membership greater than 190,000.

The successful expansion of its financial services product offerings and the tightening of industry regulations has meant that B&CE is required to record increasing numbers of telephone calls to comply with industry guidelines. At the same time B&CE has also recognised the need for employee quality monitoring to ensure best service to its customers.

The existing recording solution was not powerful enough - looking for calls was time consuming and an upgrade would have been too costly. In addition the solution needed to be robust enough to cope with monthly calls in excess of 23,000 and intelligent enough to choose which calls to record and when. After assessing a number of solutions, B&CE chose Empathy's Eventra. Stuart Choppin, Customer Services Manager at B&CE commented, "As a non-profit making organisation value for money when we're purchasing technology is key. We chose Eventra because it offered us a feature rich contact recording solution at a price we were happy to pay. There were a number of

deciding features including being able to selectively record calls, search for calls via call filters and knowing a secure entry mechanism is in place."

Building Blocks

Eventra was installed to record calls going through an Avaya SDX index switch, allowing relevant information such as DDI, CLI, campaign and date and time to be tagged to each call for easy retrieval and playback. Recording policies were also set up to only record customer facing calls, including calls in the contact centre and the administration departments. 'Do not record' policies were set up for key personnel. "With 180 staff on the premises, not all of whom are involved in customer facing roles, it was imperative for us to have the ability to choose which calls and when to record," stated Choppin. "Eventra's business rules approach to recording allows us to do exactly that. And it is simple to update or change those policies whenever our requirements change."

With the large volume of calls being handled by B&CE employees, the ability to quickly and easily find a particular call or group of calls is a primary concern. Eventra allows call filters to be built according to specific criteria such as CLI, campaign or date and time.

"Searching for calls with our old system was a time-consuming task, and sometimes we couldn't find the call at all. With Eventra I can run a search for a call and within seconds it appears on my desktop, ready for me to listen to. As a result any compliance issues which may crop up or potential disagreements over what was said are resolved promptly. In addition supervisors or team leaders who are evaluating agents are much more productive," commented Choppin.

Compliance Adherence

To conform to industry compliance standards, B&CE maintains records of the calls but only for specific business reasons to protect both customers and staff, and only for appropriate periods. Calls are archived to DVDs for long-term storage and marked accordingly within Eventra. If required these calls can be retrieved via the desktop for replay.

Improving Service

B&CE's ongoing commitment to providing the best possible service to its customers means that the performance of all customer facing employees is regularly assessed. Call filters ensure team leaders or supervisors only listen to calls relating to the agents they are

responsible for, simultaneously reducing the amount of time needed to search for calls and freeing up supervisor time. "Since using Eventra for agent evaluation we've already noticed an improvement in agent performance. We can attribute this partly to agents being more conscious of the fact that we have an evaluation process in place but also because the recorded calls can be used as a learning tool, highlighting good and bad practice," said Choppin. "I can also see who has played a call and when, showing me that Eventra really does get used - and not just by the team leaders or supervisors!"

B&CE is not only conscious of the service its customers receive but also the welfare of its employees. "Employee privacy, security and human rights are critical factors for us," commented Choppin. "We're more than satisfied with the level of access rights Eventra grants each user, preventing unauthorised access while any potential resistance to the system has been pre-empted by providing a number of extensions for personal, private use which are not recorded." Each agent can also listen to their own calls which has proved invaluable for checking details agreed and improving performance.

Cementing Relationships

Conducting business deals is more than just selling products, it is about working with customers and forging lasting relationships. Empathy is no exception. "The service we've received from Empathy has been excellent," said Vince Horan, Infrastructure Manager at B&CE. "In fact, Empathy has gone out of its way to accommodate our requirements. When we had an issue with user licences, Empathy was flexible enough to review its licensing policy, revising it to include concurrent user licences which suits our working environment perfectly."

Finishing Touches

Horan summed up: "We're very impressed with Eventra. Unlike other software solutions the functionality it provides us with is exactly what was sold to us. It is refreshing to buy a product which does exactly what it says it does! And furthermore it is great to deal with a company who goes out of its way to provide high class service."



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