

BC Services

Motivation and Efficiency through an Enhanced Employee Experience



The Organisation

BC Services, a leading accounts receivable management (ARM) company, saw an opportunity to leverage game mechanics in its call centre to drive motivation, and thereby improve efficiency. The organisation employs over 50 agents and processes thousands of calls per day for the purposes of debt collections and customer service.

In this case study, you will see how game mechanics such as contests, rewards and coaching helped bring about positive changes in motivation, leading to better call efficiency, higher workforce retention, and, ultimately, more money saved for BC Services.

Motivation for Change

BC Services wanted a partner with a proven track record in helping businesses improve efficiency and productivity, and a rich, benefit-driven feature set to gamify its contact centre operations. Alvaria Motivate™ was chosen, providing team competitions, individual duels, reward systems, coaching, and many more features.



INDUSTRY

Accounts Receivable
Management

RESULTS

Over \$70,000 total savings with
Alvaria™ Motivate

Over \$1,600 savings per day

Agent retention 30%
improvement

Cost per call: 3% improvement

Calls handled per hour: 3%
improvement

BENEFITS

Efficiency gains

Calls per hour increase

Agent turnover reduction

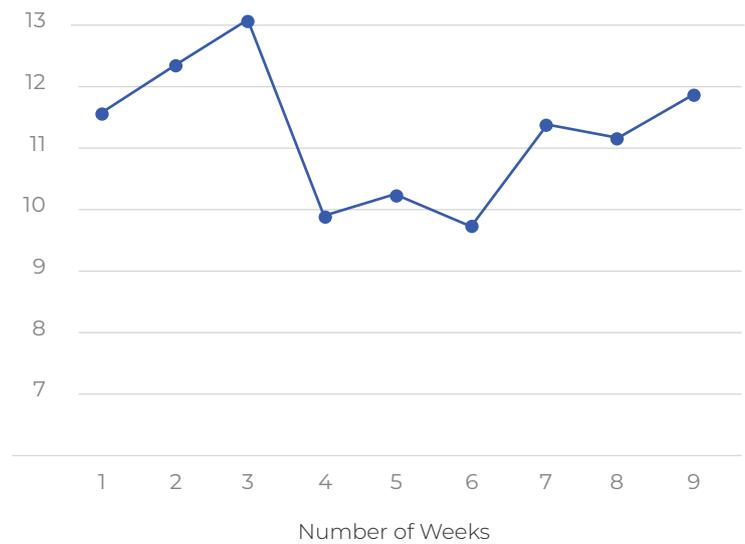
Cost per call reduction

Overall savings

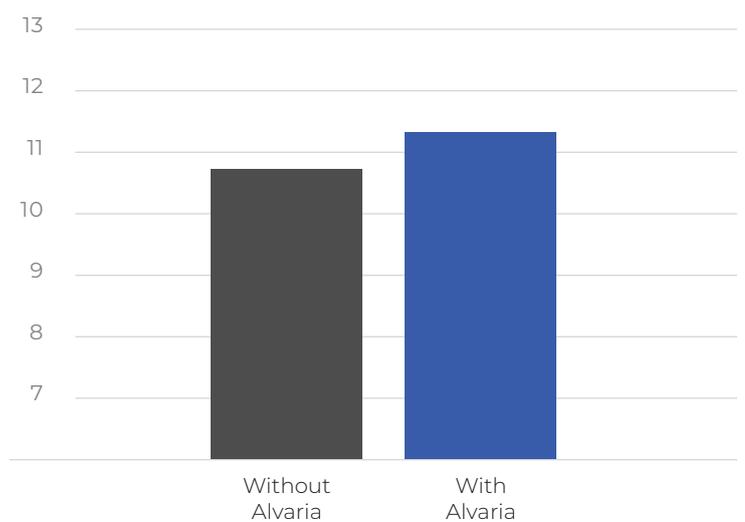
The Challenge

Motivating agents to move from one phone interaction to the next more efficiently was first priority for BC Services. After only one week, calls handled per agent/per hour grew by nearly 6%, with an average 3% increase since the company began using the platform.

Calls per agent per hour



Average number of calls (per agent per hour)



Improved Retention

Prior to implementing Alvaria Motivate™, BC Services was retaining 55% of its agents. This number grew to 88% in just four weeks following implementation, helping the company significantly improve the retention of its call centre workforce.



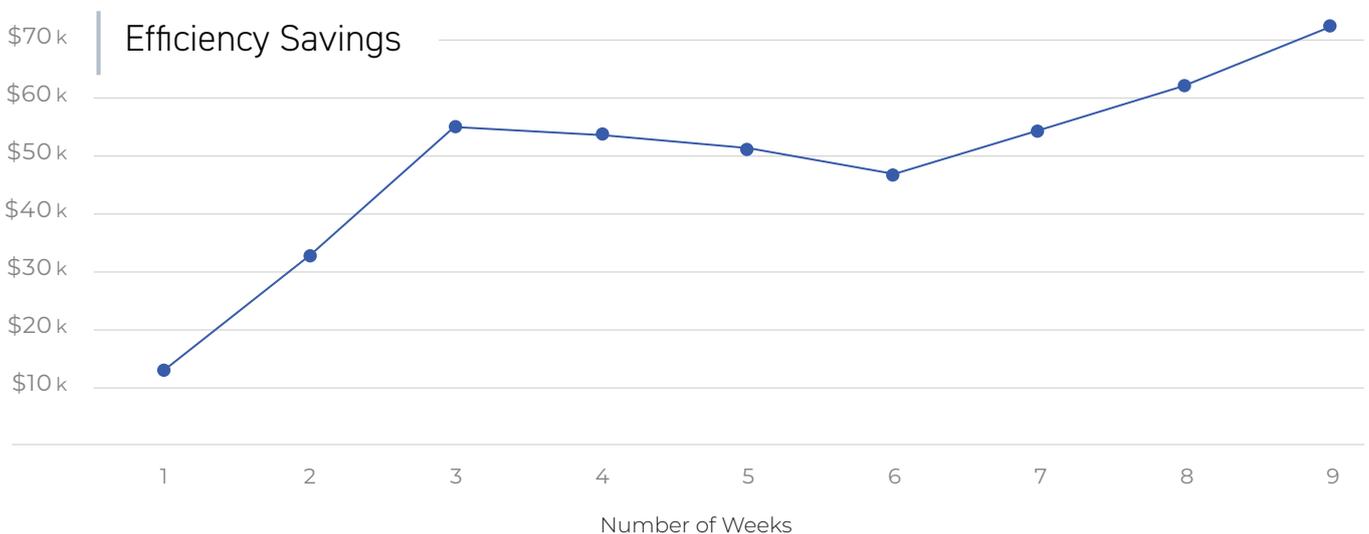
Agent Retention without Alvaria



Agent Retention with Alvaria

Greater Savings

Within the first week of utilising Alvaria Motivate, BC Services saw an efficiency savings of over \$10,000. The total gain in efficiency savings increased significantly over the following weeks.



Targeting motivation with gamified goals
*can have a huge impact on efficiency,
employee retention and savings.*



The Results

MOTIVATION, EFFICIENCY, SAVINGS

BC Services achieved its goals of motivating employees and increasing efficiency through a combination of competition, rewards, and coaching. Team competitions and individual duels fulfilled the essential employee needs of belonging and autonomy, while monetary/non-monetary rewards aligned agent values with company goals. Coaching features were utilised to increase aptitude at a targeted skillset, which led to a direct reduction in after-call work.

The lift in motivation correlated with a rise in agent retention (engaged employees are employees who are happy with their jobs). Overall experience and skill level of the company's workforce grew, which also contributed to efficiency gains.

With more interactions being managed thanks to a more motivated, more proficient team of agents, BC Services saw a decrease in cost per call. This translated to \$70,000+ efficiency savings in nine weeks — a far greater amount than the organisation anticipated before implementing an employee experience product.

Competition, rewards, and coaching
are a powerful combination *for driving
motivation and increasing efficiency.*

Full Results

Totals Pre-Alvaria Motivate™			
KPI	Avg	Agent Avg	Turnover
Inbound Calls Per Day	1353	25	45%
Outbound Calls Per Day	2155	40	
Minutes Talked Per Day	9387	175	
Total Minutes Worked Per Day	19472	364	

Totals Since Alvaria Motivate Go Live						
KPI	Avg	Agent Avg	% Change	Agent % Change	Turnover	Efficiency Savings
Inbound Calls Per Day	1410	25	4%	1%	12%	\$70,922
Outbound Calls Per Day	2623	48	22%	19%		
Minutes Talked Per Day	10188	179	9%	2%		
Total Minutes Worked Per Day	21673	377	11%	3%		

Cost Per Call		
KPI	Pre-Alvaria	With Alvaria
Avg Number of Agents	54	56
Cost Per Player/Day (avg compensation of 50k/238 workdays per year)	\$210.08	\$210.08
Total Cost of Players/Day (cost per player per day x number of players)	\$11,344.54	\$11,764.71
Total Cost of Working Time (cost of all players x working time/paid time)	\$9,090.57	\$10,118.04
Calls Per Hour (total calls/total working time)	10.81	11.16
Total Cost of Working Time (cost per player per day/calls per day)	\$2.59	\$2.51

Savings	
KPI	Amount
Savings Per Call (pre-Alvaria cost – post-Alvaria cost)	\$0.08
Savings Per Original Calls/Day (savings per call x number of pre-Alvaria calls)	\$289.30
Savings with Extra Calls/Day (pre-Alvaria cost x additional calls)	\$1,360.05
Savings Per Day (savings per call + savings of additional calls)	\$1,649.35
Efficiency Savings Since Go Live (savings per day x 43 days)	\$70,922.19

About Alvaria™

Alvaria is the world leader in enterprise-scale customer experience (CX) and workforce engagement management (WEM) solutions. Our name is derived from Latin for “hives” – nature’s perfect form for millions of years – bringing you solutions that are scalable, resilient and secure, with efficiency, speed and pinpoint accuracy. ALVARIA. Reshaping Customer Experience™. For more information, visit www.alvaria.com. Follow Alvaria on Twitter at [@Alvaria_Inc](https://twitter.com/Alvaria_Inc). #ReshapingCX

